

Press Release

Maruti Suzuki takes up stake in machine learning & artificial intelligence-based startup

- *To invest over INR 1.99 crore in Amlgo Labs Private Limited*
 - *Second investment in a start-up by Maruti Suzuki*
 - *Aligned with the Government's #StartUpIndia initiative*

New Delhi, 23 March 2024: Maruti Suzuki India Limited has announced investment of over INR 1.99 crore in Amlgo Labs Private Limited, a technology-led startup. The startup operates in the area of data analytics, cloud engineering, Machine Learning (ML) and Artificial Intelligence (AI), to assist companies in data-driven decision making. With this, Maruti Suzuki will own an equity stake of over 6.44% in the startup.

The investment is being made through the Maruti Suzuki Innovation Fund, an initiative to undertake strategic investments in startups which exhibit high levels of technological innovation.

This is the second such investment by the Company. Earlier to this, the Company invested in Sociograph Solutions Private Limited in June 2022.

Mr. Hisashi Takeuchi, Managing Director & CEO, Maruti Suzuki India Limited said, *"We have been working with startups since 2019, as a part of the Maruti Suzuki Innovation program. Aligned with the Government's #StartUpIndia initiative, we are actively working to help strengthen the startup ecosystem and encourage innovation to develop solutions relevant to the automobile industry. Our investment in Amlgo Labs Private Limited will help us to further strengthen quality of new models, using advanced analytics and machine learning."*

Mr. Ajay Yadav, Founder, Amlgo Labs Private Limited said, *"Our collaboration with Maruti Suzuki has proven to be fruitful, helping our company augment and scale up operations. Combining our expertise in Data Analytics, Machine Learning and Artificial Intelligence based solutions, with mentorship and networking opportunities offered by Maruti Suzuki, we will be able to further refine our offering."*

About Amlgo Labs Private Limited:

Amlgo Labs is an Advanced Analytics, Machine Learning, Artificial Intelligence and Big Data solutions implementation Company with offices in Gurugram & Bangalore in India and Delaware, USA. Amlgo Labs started its journey in July 2017. Since then, the Company has been offering analytics-based solutions to organizations helping them improve their business through data-driven insights.

Issued by:

Corporate Communication
Maruti Suzuki India Limited
1, Nelson Mandela Road
Vasant Kunj, New Delhi Ph: 91-11-4678 1000
Email: corp.comm@maruti.co.in | Twitter: @Maruti_Corp
Website: www.marutisuzuki.com