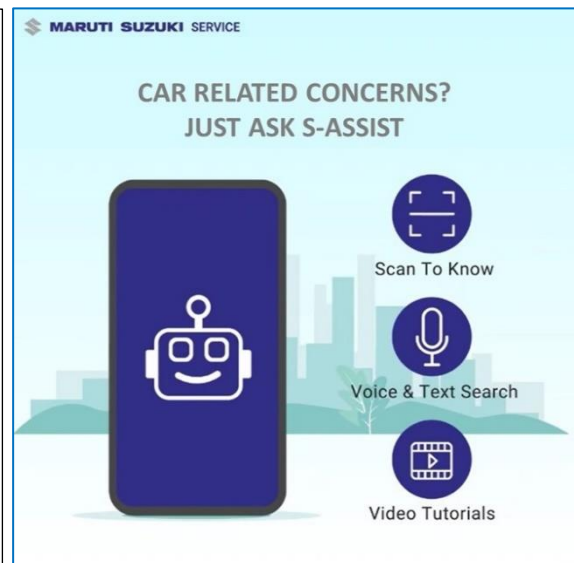<u>**Press Release**</u>

Maruti Suzuki unveils S-Assist: An industry-first AI-based 24x7 virtual car assistant for NEXA

Enhances customer convenience and creates customer delight by offering end-to-end digital solutions
App developed by Xane.AI a start-up under the company's MAIL initiative to nurture innovation

New Delhi, September 30, 2021: Maruti Suzuki India Limited today launched an industry-first AI (Artificial Intelligence) based 24x7 virtual car assistant app, called "**S-Assist**" for its NEXA customers. The scan and voice-enabled virtual car assistant, S-Assist, optimizes the application of artificial intelligence and machine learning to provide an immersive online post-purchase experience to customers.

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<u>**Benefits of S-Assist:**</u>

o   Provides **multi-media content like DIY (Do-It-Yourself) videos, digital literature and workshop assistance**- all on tap of the smartphone

o   **Easy and quick navigation to digital copy of vehicle owner's manual**, information on warning signs

o   **Picture search**, enables a car owner to take picture of any vehicle part on their smartphone, upload and the app gives instant explanation

o   **Access to over 4,120 Maruti Suzuki workshops across India**, which empowers customers to call and navigate to their nearest Maruti Suzuki workshop at the time of distress

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Launching the S-Assist, **Mr. Partho Banerjee, Senior Executive Director, Service**, **Maruti Suzuki India Limited** said, *"Digitization of car service experience and bringing ease to customer car ownership is our motto. We are proud to announce the launch of India's first voice-enabled virtual car assistant, S-Assist, to strengthen the digital experience of our customers. S-Assist is a complimentary service which offers quick access to vehicle features, troubleshooting and driving tips on customers' smartphone. It brings real-time information to customers for their vehicle-related queries."*

Maruti Suzuki NEXA customers will be able to access S-Assist through the "Maruti Suzuki Rewards" mobile app available on both iOS and Android devices. The S-Assist is available free of cost to Maruti Suzuki NEXA customers.

<u>**About MAIL Initiative and Xane.AI:**</u> Maruti Suzuki launched an innovation program "MAIL (Mobility and Automobile Innovation Lab)" in January 2019 to foster innovation through collaboration with startups. S-Assist has been co-created with a Delhi based AI startup, Xane.AI. This is one of the 13 projects being pursued by the company to help budding start-ups incubate and launch their ideas.

<u>**ISSUED BY**</u>
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