

## Maruti Suzuki True Value launches #SirfTrueValuePe campaign highlighting hassle-free car buying and selling experience

- True Value witnessed 13.1% increase in pre-owned vehicle sales and a 16.4% growth in direct-buying volumes since April 2024
- Maruti Suzuki True Value with over 591\* showrooms across 294\* cities has over 55 lakh happy customers

**TRUE VALUE** **MARUTI SUZUKI**

# Sell with trust only at **TRUE VALUE**

**INDIA'S MOST TRUSTED\* PRE-OWNED CAR BRAND**

Download the App here. \*31% Pre-owned car buyers and sellers rate Maruti Suzuki True Value the highest on Trust which is significantly higher than the next best competition. Image used for illustration purposes only. \*\*As per survey done by Ispoh in June 2023 among 18 key metro and Tier 1 markets on a sample of 2094 intending buyers and intending sellers in India.

For enquiry, call 1800 102 1800 | Visit [www.marutisuzukitruevalue.com](http://www.marutisuzukitruevalue.com)

**FREE HOME EVALUATION** **EASY RC TRANSFER** **ON-TIME PAYMENT**

**TRUE VALUE CERTIFIED**

**New Delhi, 4<sup>th</sup> October, 2024:** Maruti Suzuki True Value, India's most trusted pre-owned car brand, is poised to launch five new brand films under the #SirfTrueValuePe campaign. Building on the past success of the campaign, the latest films aim to further reinforce True Value's reputation as one-stop destination for seamless buying and selling pre-owned cars, highlighting the platform's reliability and customer-centric offerings.

Featuring Rajkummar Rao as the brand ambassador, the campaign aims to strengthen True Value's image as a reliable and transparent choice for pre-owned car buying and selling experience. This includes two films promoting True Value's Direct-Buy feature by emphasizing the hassle-free experience of selling a car through True Value. Key advantages such as timely payment and easy RC transfer are at the forefront in these films. The remaining three films underscore the comprehensive services customers get when buying a pre-owned car from True Value. These include a rigorous 376 quality checks, 3 free services, verified car history, and up to a 1-year warranty. These features are designed to provide peace of mind with assurance of quality, whether selling or purchasing a pre-owned vehicle from True Value.

Commenting on the launch of the new TVCs, **Mr. Partho Banerjee, Senior Executive Officer, Marketing & Sales, Maruti Suzuki India Limited**, said, *“The #SirfTrueValuePe campaign represents a significant evolution in how Maruti Suzuki True Value serves its customers, not just as a platform to buy pre-owned cars, but as the preferred destination for selling them as well. True Value has achieved an impressive 13.1% increase in pre-owned vehicle sales and a 16.4% growth in direct-buying volumes since April 2024, reflecting our strong market presence with over 55 lakh customers. The new brand films not only build on the trust we've cultivated over the years but also showcase our dedication to delivering an exceptional and transparent experience in buying and selling pre-owned cars. With a strong footprint across 591 outlets, we ensure that customers receive best value when selling and a complete peace of mind when purchasing a car through True Value.”*

'Gaadi Bikti Hai #SirfTrueValuePe' commercials, Rajkumar Rao advises customers on the ease of selling their cars at True Value, showcasing benefits like timely payments and RC transfer. In the 'Gaadi Milti Hai #SirfTrueValuePe' films, he highlights True Value's unparalleled buying experience, including 376 quality checks, free services, and a 1-year warranty for pre-owned cars.

The comprehensive 360-degree campaign will be rolled out across multiple platforms, including television, OTT channels, digital media, and social platforms to reach a wide and diverse audience.

*Click here to watch the TVCs:*

<https://youtu.be/1MPuu2H01cY>

<https://youtu.be/tcPpKbjVNw>

Maruti Suzuki True Value offers a comprehensive solution for both sellers and buyers, combining advanced technology with deep industry expertise. For sellers, the platform provides a seamless, transparent process with services such as free home evaluation, an AI-powered pricing engine, secure RC transfers, hassle-free documentation, and on-time payments, ensuring convenience and peace of mind. Each customer is also assigned a dedicated Relationship Officer to guide them through every step of the car buying and selling journey. True Value delivers a reliable and worry-free purchasing experience, offering thoroughly inspected vehicles backed by a 376-point quality check, up to 1-year warranty, and three free services.

#### **About Maruti Suzuki True Value:**

Since revolutionizing the pre-owned car market in India in 2001, True Value has developed its pan-India presence to include 591 showrooms in 294 cities as on 1<sup>st</sup> October, 2024. Maruti Suzuki True Value offers an array of services which include Trained Manpower, Dedicated Relationship Officers, and ancillary services such as Maruti Finance and Maruti Insurance. True Value addresses significant need gaps in the pre-owned car market space with an ethos of transparency, reliability, and professionalism. To this day, True Value continues to provide a transparent car buying and selling experience under one roof, making it India's most trusted one-stop destination for pre-owned cars.

#### **Issued by:**

PR & Communications,  
Maruti Suzuki India Limited,  
#1 Nelson Mandela Road, Vasant Kunj, New Delhi  
Ph: 91-11-4678 1000  
Email: [corp.comm@maruti.co.in](mailto:corp.comm@maruti.co.in) | Twitter: @Maruti\_Corp

\*As on 1<sup>st</sup> October, 2024