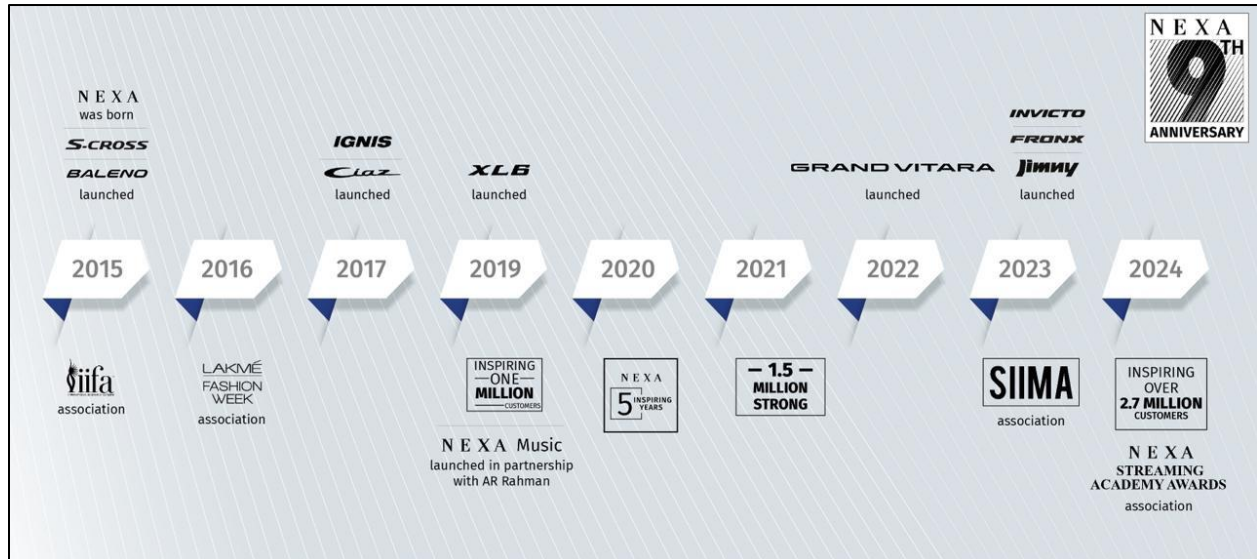


## 2.7 million happy customers and growing: NEXA celebrates 9 years of spreading Joy of Mobility in India

- NEXA emerged as the fastest growing automotive retail channel in FY23-24, registering a 54% growth\*
- Delighting 2.7 million customers through 498 NEXA showrooms across 300+ cities
- NEXA products account for over 31% of Maruti Suzuki's overall sales



**New Delhi, July 24, 2024:** Launched in 2015 with the philosophy of catering to seekers of the 'new', NEXA completed nine successful years in India. This premium retail channel was conceptualized to offer customers a global automotive retail experience, characterized by innovative technology, unmatched hospitality, and relentless customer-centricity. Spreading the joy of mobility to over 2.7 million customers, NEXA has emerged as one of the fastest growing car retail brands in the country. In addition to this, NEXA is also a key growth driver for Maruti Suzuki, accounting for 31.88% of the carmaker's overall passenger vehicle sales. This underscores the pivotal role played by NEXA in the success of Maruti Suzuki.

Commenting on this occasion, **Mr. Partho Banerjee, Senior Executive Officer, Marketing & Sales, Maruti Suzuki India Limited**, noted, *"Driven by the philosophy of 'Create. Inspire', NEXA is more than just a retail channel for us. It has excelled in spreading the joy of mobility to more than 2.7 million customers. With 498 retail channels across the country, NEXA has been successful in appealing to customers even in non-urban centres, where we are witnessing a growing demand for premium products. Each model in the NEXA portfolio is meticulously designed to resonate with the dynamic lifestyles and preferences of today's discerning consumers who seek vehicles that blend advanced features and technology with reliability. The addition of models such as the Grand Vitara, Fronx, Jimny, and Invicto has further enriched our lineup, providing customers with more choices that offer incredible value for money."*

From its inception, NEXA has been a game-changer in the Indian automotive retail landscape. By consistently pushing the boundaries of innovation and customer service, NEXA has set new benchmarks and redefined the car buying and ownership experience.

NEXA provides unique and innovative experiences through three pillars – NEXA Music, NEXA Lifestyle and NEXA Journeys.

### **NEXA Music**

A unique first-of-its-kind platform for music aficionados, NEXA Music is curated to provide aspiring Indian musicians with a platform to compose original music. The participants are mentored by the global music icon A R Rahman, harnessing the potential of upcoming artists with talent and skills. In its season 3, NEXA Music has evolved into a platform celebrating the vibrant and diverse indie (independent) music landscape in India.

### **NEXA Lifestyle**

From partnering with India's biggest fashion event, Lakme Fashion Week, to collaborating with premium properties like IIFA Awards, SIIMA, Supersonic, Lollapalooza and Streaming Academy Awards; NEXA has built strong brand associations to bring premium and unique experiences to its customers.

### **NEXA Journeys**

Through NEXA Journeys, stories of travellers across different states with diverse driving experiences have been showcased. NEXA Journeys encourages you to step out, pack your bags and drive away amidst picturesque views and nature in its true form.

### **About NEXA**

Launched in 2015, NEXA is designed to offer a global car buying experience to customers. Every NEXA experience is a testimony to unmatched hospitality, innovative technology, and a global lifestyle. With over 498 showrooms across 300+ cities. NEXA persistently stays true to its philosophy of 'creating the new to inspire the next' by providing a premium experience to everyone who enters the world of NEXA.

The NEXA product line-up includes a complete range of premium best-sellers – IGNIS, BALENO, FRONX, Ciaz, JIMNY, XL6, GRAND VITARA, and INVICTO. Every vehicle in NEXA is curated with the best of technology, design, and features for customers' delight.

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