

India's pride and partner in progress : Maruti Suzuki Eco turns 15

- Eco commands a dominant 90% market share in its segment
- Over 1.2 million customers since launch
- S-CNG variants account for approximately 43% of its overall sales



New Delhi, 14 January 2025: Maruti Suzuki India Limited (MSIL), the country's largest passenger vehicle manufacturer, today, announced that its Eco has completed 15 years in the country. Being the No.1 choice for 1.2 million customers and counting, the Eco has stood as a symbol of comfort and practicality. Furthermore, since its launch in 2010, it has seamlessly catered to the dynamic needs of families and businesses alike.

Driven by its promise of **#HarSafarBaneKhaas**, the Maruti Suzuki Eco is crafted to make every journey truly special. Designed with a deep understanding of its customers, the Eco seamlessly bridges comfort and functionality—be it for a family seeking a relaxed ride or a business looking for dependable efficiency.

Celebrating the milestone, **Mr. Partho Banerjee, Senior Executive Officer, Marketing and Sales, Maruti Suzuki India Limited, said, "Our Eco has been a pillar of strength for our customers across the nation. From providing Joy of Mobility, to powering the livelihoods of entrepreneurs, and businesses, the Eco has earned its place as a trusted companion. Regarded as India's most-loved van, it has proven its mettle not only in urban markets but also in rural regions, which contribute a remarkable 63% to its overall sales. We sincerely thank our customers for their trust in a brand that is India's pride and partner in progress."**

With 13 different variants on offer, including 5-seater, 7-seater, Cargo, Tour, and Ambulance configurations, the Eco stands out as a leading multi-purpose van. It is equipped with the powerful 1.2L Advanced K-Series Dual Jet, Dual VVT engine, accounting for 57% of its sales. Maruti Suzuki also offers Eco with its S-CNG technology which contributes to 43% of its overall sales, reflecting the increasing preference for eco-friendly fuel options.

Media Release

The Eco comes equipped with a range of safety features, including a driver airbag, ABS with EBD, reverse parking sensors, seat belt reminders for both the driver and co-driver, and a high-speed alert system.

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