

Media Release

Maruti Suzuki Rewards celebrates its 2nd anniversary 7 million members and growing

- *Highly rewarding program in the PV industry with wide range of exciting benefits*
- *A Unique Tier-based program with no penalty of tier downgrade & maximum points validity tenure of 10 years*
- *One-of-a-kind gamified loyalty program in the automotive industry rewarding exclusive badges*



New Delhi, August 2, 2022: Maruti Suzuki India Limited today celebrated the 2nd anniversary of its comprehensive & unique loyalty program – **'Maruti Suzuki Rewards'**. The first-of-its-kind loyalty program offers a bouquet of delightful services to the customers and is designed to keep customer-centricity at its core. Maruti Suzuki Rewards comes with a range of benefits on the purchase of additional Maruti Suzuki - cars, service, Insurance, Genuine Accessories, customer referrals and several other association benefits.

While strengthening and celebrating the ever-growing relationship with customers, Maruti Suzuki Rewards aims to build a strong emotional connect with customers by providing a premium, reliable and benefit-driven post-purchase experience. This program offers a lifetime membership validity and maximum points validity tenure of 10 years.

Celebrating the successful 2 years of the Maruti Suzuki Rewards Program, **Mr. Shashank Srivastava, Senior Executive Director (Marketing & Sales), Maruti Suzuki India Limited**, said, *"We are extremely happy and proud to celebrate the 2nd anniversary of the Maruti Suzuki Rewards Program with our family of more than 7 million Maruti Suzuki Rewards customers. This is a befitting testimony of our customer's trust in us and our inseparable bond with them. We are overwhelmed with the response the program has received and is proud that Maruti Suzuki Rewards Program is one of India's foremost and highly rewarding loyalty programs in the four-wheeler passenger vehicle industry where customers enjoy a wide range of exciting benefits. Maruti Suzuki Rewards program is a card-less & unique tier-based loyalty program with no penalty of tier downgrade. The program offers some of the finest benefits to our customers and we are glad to be a part of their car buying journey and all the post-sales needs."*

Under the program, the customers are classified into four tiers – Member, Silver, Gold and Platinum, and they earn points on all transactions they do at Maruti Suzuki sales & service network and digital platforms. The Maruti Suzuki

MARUTI SUZUKI REWARDS

Maruti Suzuki Rewards

- Points on all transactions**
Earn points on every transaction you make.
- Cardless program**
Linked to mobile number, with no hassle of carrying cards.
- Multiple tiers**
Reach higher tiers and avail higher benefits.
- Badges on interactions**
Perform pre-defined actions to win badges.
- Exclusive events**
Grab opportunities to attend exclusive events.
- Website & app**
Streamlined experience on website, app, notification/sms.

Rewards Program is a one-of-a-kind gamified loyalty program in the automotive industry rewarding exclusive badges, a gamification feature which makes customers' interaction with Maruti Suzuki even more rewarding and gives them a chance to unlock access to exclusive events and offers.

The card-less loyalty program provides a 100% digital experience to customers with all information and transaction alerts sent digitally to the customer's registered mobile number. The Maruti Suzuki Rewards program is fully integrated in the form of Maruti Suzuki Rewards mobile app (available for both iOS and Android users) and Maruti Suzuki Rewards exclusive webpage, which is a unified platform to engage and enrol customers for the Maruti Suzuki Rewards program.

Existing Maruti Suzuki customers can enrol for Maruti Suzuki Rewards program by logging in at <https://www.marutisuzuki.com/more-from-us/maruti-suzuki-rewards>.

To know more about the program, Maruti Suzuki customers can download the program brochure from <https://www.marutisuzuki.com/msrebrochure.pdf>.

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