

Media Release

Maruti Suzuki Subscribe adds SMAS Auto Leasing as their 5th partner

- **Maruti Suzuki Subscribe partners:** Orix, ALD Automotive, Quiklyz by Mahindra Finance, Myles and SMAS
- Presence across 25 cities pan-India
- A comprehensive offering including Vehicle Price, Registration & RTO Expenses, Insurance (New & Renewals), Service & Maintenance, along with Roadside Assistance
- Maruti Suzuki offers car ownership options with monthly rentals starting from INR 12999*
- Subscription tenures available for up to 5 years, in addition to the existing tenures of 1, 2, 3 & 4-year options

New Delhi, 15th Feb 2023: Further strengthening its Subscription program, Maruti Suzuki India Limited, today, announced the partnership with SMAS Auto Leasing India Private Limited. With this addition, SMAS becomes the 5th partner with Maruti Suzuki Subscribe to offer a range of Maruti Suzuki vehicles on white plate subscription. Maruti Suzuki Subscribe with SMAS is now available across the cities of Delhi, Gurgaon, Noida, Mumbai, Pune, Bengaluru, Hyderabad, Chennai and more, thus offering wider choices to customers across these cities.

Maruti Suzuki Subscribe has witnessed strong customer acceptance with over 386% growth in volumes in the current fiscal year. The program provides unrivalled convenience and flexibility for a hassle-free car ownership experience. Customers can drive their dream car without having to make a down payment upfront and can choose from multiple tenure options at an all-inclusive fixed monthly rental.

The graphic features the Maruti Suzuki logo and 'SUBSCRIBE' text at the top left. Below it, a yellow banner contains the text 'YOUR CHOICE OF CAR. YOUR CHOICE OF SUBSCRIPTION.' in white. Underneath, a blue banner reads 'Maruti Suzuki Subscribe partners with SMAS Auto Leasing for White Plate Subscription product'. The central image shows three cars: a red Swift, a red S-Cross, and a blue Dzire. At the bottom, five circular icons represent benefits: 'Nominal Monthly Fees', 'Flexible Tenure Options', 'Hassle Free Ownership', 'Choose From Multiple Subscription Partners', and 'No Down Payment'. A small disclaimer at the very bottom states: 'Subscription scheme at the sole discretion of the Subscription Partner(s) and terms and conditions as specified by the Subscription Partner(s) shall apply.'

About Maruti Suzuki Subscribe:

- **Volume growth of 386%+ in the current FY**
- **New-Age Vehicle Ownership Option at all-inclusive monthly rentals, including:**
 - Vehicle Price
 - Registration & RTO Expenses
 - Comprehensive Insurance (New & Renewals)
 - Service, Maintenance & Roadside Assistance Included
- **Zero Down Payment**
- **Single point contact for all services, thus offering convenience & hassle-free experience**
- **Presence across 25 Cities**
- **Foreclosure options available**

Commenting on the occasion, Mr. Shashank Srivastava, Senior Executive Officer, Marketing and Sales, Maruti Suzuki India Limited, said, *“Since its introduction two years ago, the Maruti Suzuki Subscribe program has proven to be well suited for today’s asset-light generation who prefer flexible buying decisions. We have received a phenomenal customer response for the Maruti Suzuki Subscribe program, which is reflective of its incremental volume growth. This has boosted our confidence tremendously and helped us expand with more subscription partners and in more locations. I am thrilled to announce the latest addition of SMAS as a partner under Maruti Suzuki Subscribe program. Through new partnerships and city expansions, we wish to expand our reach even more and serve our customers with more ease and convenience.”*

Mr. Meherban Singh, General Manager & Head: Strategic Sales & Business Planning, SMAS Auto Leasing Pvt. Ltd. commenting on the partnership said, *“Car Subscription is gaining popularity among Indian customers across all major segments be it individual buyers, professionals, business owners or corporates. New Age Car buyers prefer a convenient, hassle-free and flexible vehicle ownership experience, and Car Subscription provides a one-stop solution for all their needs. SMAS India and Maruti Suzuki are committed to offer the finest Car Subscription experience to our customers for the entire range of cars in Maruti Suzuki’s portfolio.”*

About Maruti Suzuki Subscribe:

Launched in July 2020, Maruti Suzuki Subscribe offers customized car subscription options through multiple partners for all-inclusive monthly rentals through a marketplace platform (www.marutisuzuki.com/subscribe). It gives convenience and flexibility to modern-age car buyers who can opt for any Maruti Suzuki car, choose tenures from multiple options of 1 to 5 years, at an all-inclusive fixed monthly rental, decided as per vehicle running options ranging from 10,000 kms to 25,000 kms annual usage.

The monthly rental includes vehicle price, registration & RTO expenses, insurance (new & renewals), service & maintenance, along with roadside assistance. Once the tenure is over, the customer has an option to buy-back the vehicle or return the same to the subscription partner or upgrade to a new car. Maruti Suzuki Subscription also offers customers the option of foreclosing the subscription at any point in time. Moreover, customers have the option of choosing from white plate registration (vehicle registered in name of customers) or black plate registration (vehicle registered in name of subscription partner), thus offering further flexibility to the car ownership experience.

Maruti Suzuki Subscribe is available across 25 major cities including Delhi, Gurgaon, Noida, Ghaziabad, Faridabad, Bengaluru, Hyderabad, Pune, Mumbai, Navi Mumbai, Thane, Chennai, Ahmedabad, Gandhinagar, Jaipur, Indore, Mangalore, Mysore, Kochi, Kolkata, Chandigarh, Ludhiana, Lucknow, Nagpur and Vishakhapatnam.

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** Subscription rentals may vary during the month, and with change in vehicle prices & offers.*