

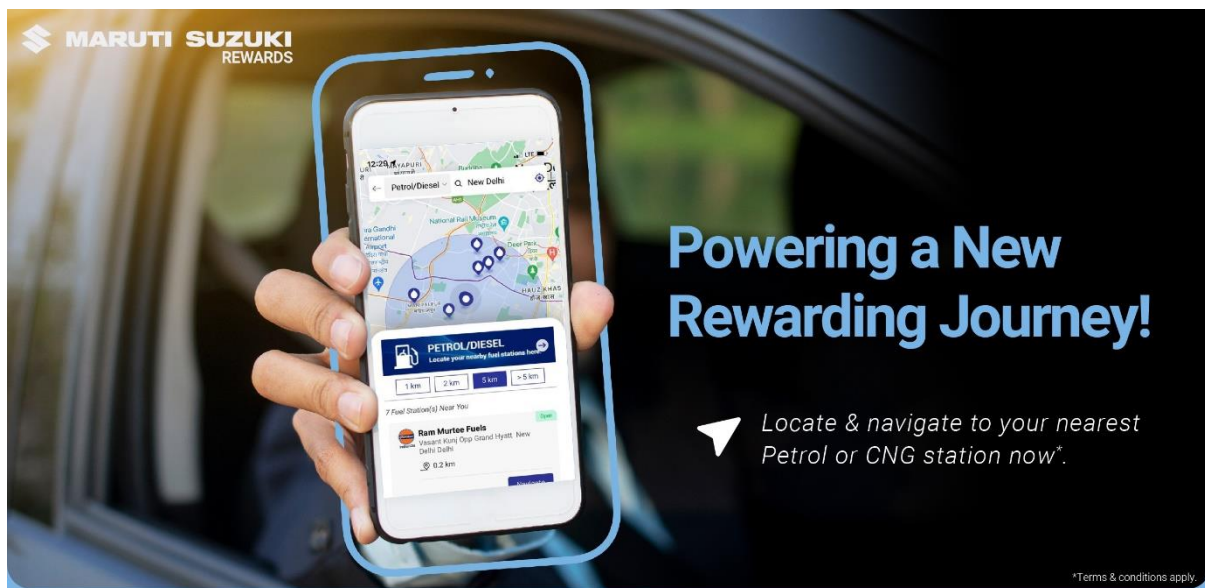
Maruti Suzuki collaborates with Indian Oil Corporation

To offer enhanced benefits to over 7 million Maruti Suzuki Reward Program members

New Delhi, September 14th 2022: Maruti Suzuki India Limited has collaborated with Indian Oil Corporation Limited (IOCL) for its unique and comprehensive loyalty program – ‘**Maruti Suzuki Rewards**’. The partnership will further strengthen the value proposition of the Maruti Suzuki Rewards program for its customers, by providing benefits pertaining to convenience & value across almost 35,000 IndianOil fuel stations across the country.

Starting today, Maruti Suzuki Reward Program members can enjoy the ‘convenience benefits’ through this partnership with IOCL. Using the **Maruti Suzuki Rewards App**, customers can easily search for and navigate to nearby fuel/CNG stations. This will ensure enhanced accessibility and convenience for customers. The partnership will be valid across all IndianOil fuel stations pan India and will provide a bouquet of delightful services to customers. Going forward, the partnership will seek to add more value-based rewards for customers.

Speaking about the strategic partnership, **Mr. Shashank Srivastava, Senior Executive Officer (Marketing & Sales), Maruti Suzuki India Limited**, said, “At Maruti Suzuki, our focus has always been to provide our customers with the utmost convenience. Continuing with the core thought of customer centricity, the partnership with IndianOil will further strengthen the Maruti Suzuki Rewards program and enrich our 7 million plus Maruti Suzuki Rewards customers with higher benefits. With IndianOil’s vast reach of more than 35,000 fuel stations across India, Maruti Suzuki rewards customers will further experience a much more integrated re-fuelling experience. It will help build a stronger connect with customers by providing a premium, reliable and benefit-driven post-purchase experience.”



Elaborating on this unique collaboration, **Mr. Sandeep Makker, Executive Director (Retail Transformation), IndianOil** said, “We are delighted to partner with Maruti Suzuki India Limited for Maruti Suzuki Rewards program. We, at IndianOil, believe in providing unparalleled customer experiences and strive to consistently enhance our engagement through partnerships. This partnership will give us systematic inroads and help us increase penetration into passenger car segment and transform the fuelling experiences. By developing proper synergy, both the partners can blend their valuable expertise and resources to create seamless and distinct offerings for their customers.”

With over 30 million transactions at IndianOil fuel stations every day, the partnership with Maruti Suzuki Rewards program will now be more rewarding, convenient, and enriched with a superior experience for

Media Release

members. Additionally, members will get the latest updates on the CNG fuel pump network of multiple city gas distribution (CGD) companies.

About Maruti Suzuki Rewards Program

Maruti Suzuki Rewards Program is a first-of-its-kind loyalty program offering a bouquet of delightful services to the customers, it is designed to keep customer-centricity at its core. The program 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. The program offers a lifetime membership and maximum points validity tenure of 10 years. It is a cardless loyalty program providing a 100% digital experience to customers with all information and transaction alerts sent digitally to the customer's registered mobile number. The 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.

Maruti Suzuki Rewards aims to build a strong emotional connect with customers by providing a premium, reliable and value-driven post-purchase experience.

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>.

About Indian Oil Corporation Limited

IndianOil is a diversified, integrated energy major with presence in almost all the streams of oil, gas, petrochemicals, and alternative energy sources. With a net profit of Rs. 24,184 crores for the fiscal 2021-22, IndianOil is one the largest and most trusted corporate in the country, touching the lives of over a billion Indians. With a 33,500-plus workforce, extensive refining, distribution & marketing infrastructure, and advanced R&D facilities, IndianOil has provided energy access to millions of people across the length and breadth of the country through its ever-expanding network of customer touchpoints, currently numbering over 50,000.

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