

Media Release

Maruti Suzuki launches the all-new "More Power to Your Play" campaign for Brezza with brand ambassador Kartik Aaryan

- Maruti Suzuki Brezza is India's highest selling compact SUV¹ with over 12 lakhs sales.
- Brezza is powered by the 1.5 L engine, Fun-to-drive 6 Speed Automatic Transmission with paddle shifters and Head-up display
- Bollywood Gen Z Superstar Kartik Aaryan has been announced as the Brand Ambassador for Brezza.
- The campaign highlights the consumer's expression of their personality, seamlessly integrating the Brezza's dynamic appeal as a bold, stylish extension of their individuality.
- Link to the TVC: <https://www.youtube.com/watch?v=RdlpkCAXLZU>



Maruti Suzuki Brezza welcomes Kartik Aaryan, Bollywood Gen Z Superstar as its brand ambassador; kickstarts "More Power to Your Play" campaign.

New Delhi, January 21, 2025: Maruti Suzuki India Limited (MSIL), the country's leading passenger vehicle manufacturer, today announced Bollywood Gen Z Superstar Kartik Aaryan as the brand ambassador for the Brezza and launched an exciting new campaign, "More Power to Your Play." The campaign perfectly encapsulates how the Brezza acts as an extension of its owner's personality. Just like the Brezza, those who drive it are sophisticated, fashionable, capable and playful individuals who use their power to make the most of life.

Set against the backdrop of both rugged quarries and vibrant cityscapes, the campaign features Kartik Aaryan showcasing how the Brezza helps him live a life worth living. Whether it's keeping up with his style in the city, or giving him the power to play beyond it, the Brezza seamlessly adapts to his ever-changing

needs. The narrative unfolds through a series of high-energy sequences that highlight the commanding presence and versatile performance of Brezza.

Sharing his insights on the campaign, **Mr. Partho Banerjee, Senior Executive Officer, Marketing & Sales, Maruti Suzuki India Limited**, said, *"We wanted to create a narrative that connects with our prospects and customers who seek a vehicle that matches their multifaceted and dynamic lifestyle. Kartik Aaryan's dynamic personality and Gen Z appeal make him the ideal brand ambassador for our Brezza. Through this partnership, we are showcasing how Brezza empowers our customers to make every moment special, whether they are conquering city streets or exploring uncharted territories."*

He further added, *"Since its inception, Brezza has established itself as India's Highest selling compact SUV¹ with over 12 Lakh units sold. Notably, over 36% of our customers are first-time buyers, demonstrating Brezza's strong appeal and value proposition among young aspirational Indians."*

Expressing his excitement on being the brand ambassador for the Brezza, Kartik Aaryan shares, *"The Maruti Suzuki Brezza perfectly mirrors the spirit of today's youth who believe in making their own rules. What drew me to this campaign was how authentically it captures the pulse of young India. The powerful 1.5L engine combined with features like HUD display, 360 view camera, 6-speed automatic transmission with paddle shifters, etc makes the Brezza a perfect partner for those who love to live life in their own style. The campaign's essence, 'More Power to Your Play,' truly resonates with my belief in living life authentically."*

The campaign's fusion of high-energy visuals and compelling storytelling captures Kartik Aaryan in his element, embodying the spirit of young India – confident, playful, and adventure-seeking. Through his dynamic interactions with the Brezza, the campaign underlines how the vehicle becomes an extension of its owner's personality, ready to take on both daily city adventures and weekend getaways with equal flair.

This integrated campaign will be amplified across television, digital, outdoor, and social media platforms, bringing Brezza's powerful persona to life through diverse storytelling formats.

The Brezza is equipped with the next-generation K-series 1.5L Dual Jet, Dual VVT engine featuring Progressive Smart Hybrid Technology. It also includes an impressive suite of 40 connected features, offering an ecosystem of seamless connectivity and convenience. The premium driving experience is enhanced by advanced features such as the immersive SmartPlay Pro+ infotainment system and a sophisticated head-up display, along with a 360-view camera system.

Additionally, the vehicle offers versatility with a choice between an advanced 6-speed automatic transmission that comes with steering-mounted paddle shifters or a smooth 5-speed manual transmission. The electric sunroof adds an extra touch of sophistication and enhances the overall driving pleasure for its millions of customers.

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¹As per certified by M/s JATO dynamics for the period of Jan 2001 – Dec 2024