

NEXA celebrates 2 million customers

Delighting customers through 440+ NEXA showrooms across 280+ cities

- NEXA's range of premium offerings – Ignis, Baleno, Ciaz, XL6 and Grand Vitara
- NEXA's most anticipated SUVs – Jimny and Fronx, slated to be launched soon
- Significant increase in NEXA's contribution to total Maruti Suzuki sales; from 5% in 2015 to over 20% in 2022-23

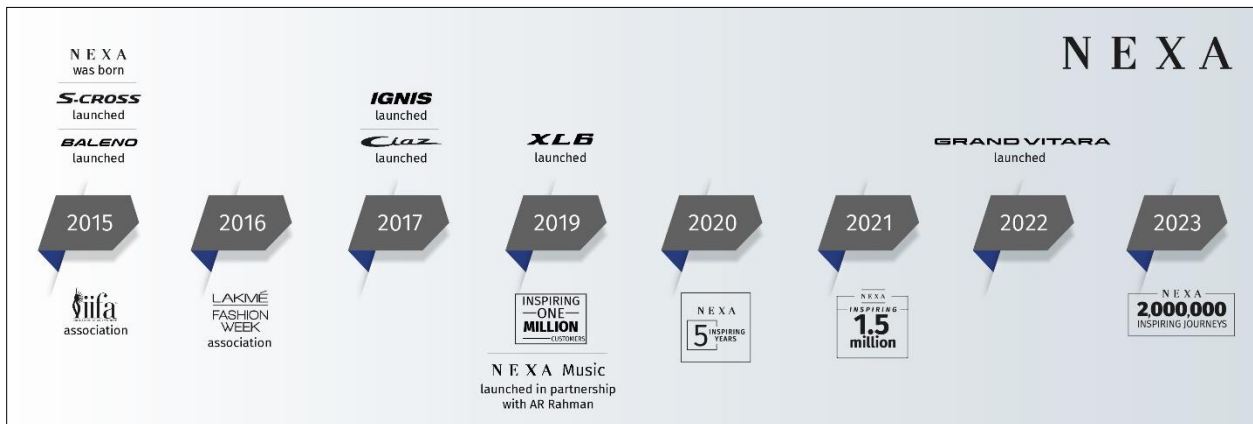


New Delhi, March 24, 2023: Maruti Suzuki NEXA, is proud to announce the momentous milestone of 2 million cumulative sales. Driven by the philosophy of *'Create.Inspire.'*, NEXA has been a pioneer in delivering unmatched hospitality, innovative technology and a global lifestyle to its customers. This achievement underlines NEXA's commitment to offering unparalleled automotive experiences, with over 440 state-of-the-art showrooms across 280+ cities. With nearly 50% of its customers under 35 years of age, NEXA's cars are proving that they truly are the choice of the young generation.

NEXA's product range puts together a mix of best of technology, features and design to deliver an experience par excellence. While Ignis and Baleno are aimed at customers looking for stylish hatchbacks, the Ciaz fulfils the needs of customers looking for an elegant and premium sedan. The XL6 has managed to carve a space for itself as the perfect feature packed premium MPV. The Grand Vitara, a multi-product offering caters to a wide range of customers with its multiple offerings, across powertrains, drivetrains and features. The newly unveiled SUVs from NEXA – the iconic Jimny and the sporty Fronx, appeal to both new-age SUV lovers as well as passionate off-roaders.

Speaking on this milestone, **Mr. Shashank Srivastava, Senior Executive Officer, Marketing & Sales, Maruti Suzuki India Limited, said,** "NEXA was conceptualized in 2015 with a philosophy of providing unique experiences, along with innovative and intelligent technology through a diverse product portfolio. Every NEXA product is curated with the best of technology, design and features for customers' delight. The success of NEXA reaching the 2 million sales milestone is a testimony of customer's love for our hi-tech and feature-packed offerings and premium experiences. NEXA has contributed to more than 20% of total Maruti Suzuki sales and the numbers are going strong."

He added, “With the recent unveiling of two new SUVs – Jimny and Fronx, the NEXA portfolio looks stronger than ever. Both have garnered combined booking numbers of over 38,000. We’re confident that the NEXA channel is poised for greater success in the upcoming year.”



NEXA’s endeavour is to offer unmatched experiences that are focused on the new, the unexplored and the unconventional. It is in perfect alignment with the NEXA values of being global, pampering, reliable, innovative resulting in excitement. Through these values, we identified three passion points for NEXA customers basis which we launched three pillars for providing unique and innovative NEXA experiences.

NEXA Music

A unique first-of-its-kind platform for music aficionados by NEXA is curated to provide aspiring Indian musicians with a platform to compose original English music. The participants are mentored by the global music icon A R Rahman. Having hosted two successful seasons, NEXA Music harnesses the potential of upcoming artists with talent and skills.

NEXA Lifestyle

From partnering with India's biggest fashion event, Lakme Fashion Week, to collaborating with premium properties like IIFA Awards, Sunburn, Supersonic and Lollapalooza, NEXA has built strong brand associations. Its continued partnership with such properties just shows that NEXA strives to bring premium and unique experiences to its customers and be a part of their lifestyle.

NEXA Journeys

Through NEXA Journeys, stories of travellers through different states with diverse driving experiences have been showcased. With the latest season airing on Zee5, NEXA Journeys encourages you to step out, pack your bags and drive away amidst picturesque views and nature at its truest form.

NEXA – at the forefront of digital first innovations

NEXA has made a mark with innovative digital services such as digitising car buying journey for seamless customer buying experience, end-to-end car financing solution through Smart Finance, industry-first Augmented Reality (AR) car showcase technology and NEXA showrooms in the virtual world through NEXAVerse.

With the achievement of the 2 million sales milestone, NEXA is committed towards delivering exceptional customer experiences and offering products that match evolving customer lifestyles.

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