

Press Release

Maruti Suzuki Driving School (MSDS) successfully trains over 1.5 million people

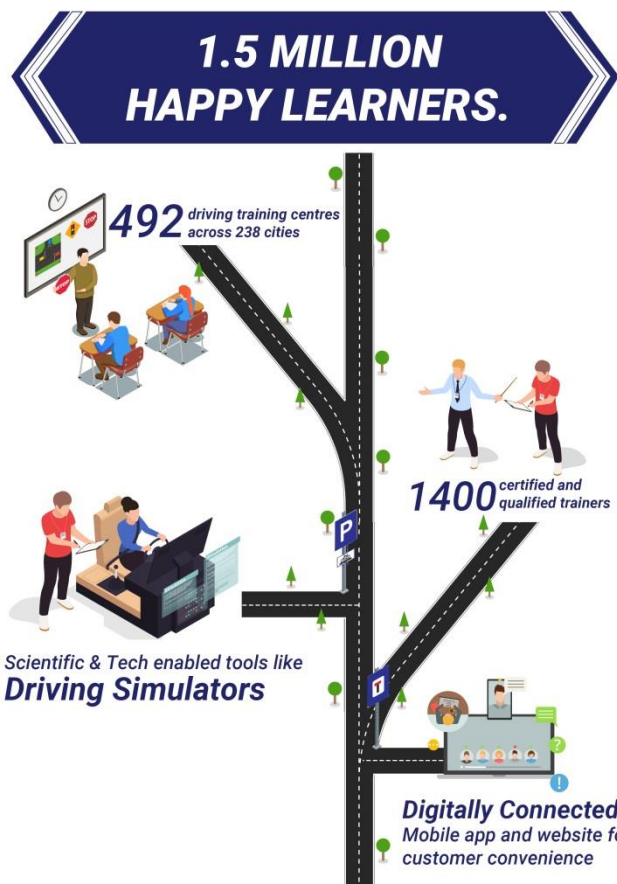
India's leading network of professional driving centres

492 driving training centres across 238 cities | Expert and qualified trainers | Advance training methodology | Digitally connected: Mobile app and website for customer convenience



New Delhi, March 12, 2021: Maruti Suzuki Driving School (MSDS), India's leading organized driving training school, has successfully trained more than 1.5 million applicants in safe driving. MSDS was created with the core endeavour of making Indian roads safer, it has introduced global standards for quality driving training. MSDS has persistently set benchmarks through its advanced training methodology that includes state-of-the-art driving simulators, and carefully designed practical & theoretical courses.

Speaking on the milestone, **Mr. Shashank Srivastava, Executive Director (Marketing & Sales), Maruti Suzuki India Limited**, said, "Maruti Suzuki Driving School (MSDS) was conceived with an aim to provide best-in-class driving training to the citizens. It has grown to become India's leading professional driving school chain with over 492 facilities in 238 cities across India. The MSDS network has around 1400 certified and qualified expert trainers. At MSDS, our focus is to inculcate safe & responsible road behaviour in each applicant while imparting safe driving skills with 360* knowledge about the vehicle basic maintenance and emergency handling techniques. I am delighted to share that through MSDS we have trained over 1.5 million applicants on safe driving. This milestone also demonstrates our commitment to offer scientific and technical driving knowledge."



MSDS facilitates quality training through a hybrid curriculum which includes on-road driving situations and classroom training by experts. These experts provide training sessions to educate trainees on road behaviour, defensive driving, Good Samaritan Law, traffic rules and regulations amongst others.



The courses offered by MSDS are specifically personalised in-line with the requirement of every applicant.

In 2020, MSDS introduced new courses customized for applicants who need more on-road practice. Apart from running various programs for novice and young learners, MSDS collaborates with various corporates, fleet owners and jointly conducts programs to suit their varied needs. The applicants are also given value added services such as license assistance and assistance on own car amongst others.

In-line with the shift towards digitization, a mobile application and website exclusively curated for MSDS was launched to provide enhanced experience to the tech-savvy customers. Additionally, MSDS aims to host new digital content on the application as well as the website for customers to take theory lessons at the convenience of their homes.

MSDS works closely with RTOs, traffic police, various NGOs and self-help groups to sensitize people and reduce road hazards.

ISSUED BY

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