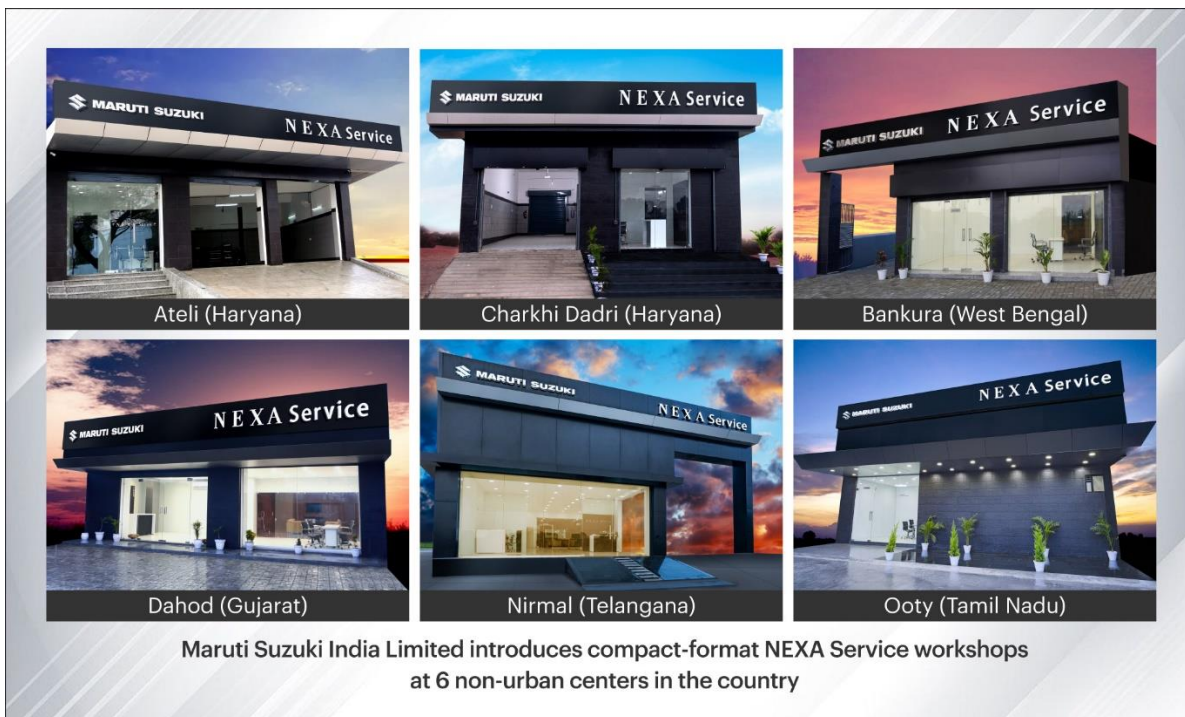


Maruti Suzuki extends NEXA experience to non-urban centers with compact-format NEXA Service workshops



New Delhi, 06 February 2024: Maruti Suzuki announced the nationwide launch of its compact-format NEXA Service workshops. Through this strategic move the Company aims to bring the renowned NEXA service experience to customers in non-urban centers. The first six centers inaugurated are strategically located in Ateli (Haryana), Charkhi Dadri (Haryana), Bankura (West Bengal), Dahod (Gujarat), Nirmal (Telangana), and Ooty (Tamil Nadu).

Highlighting the Company's commitment to enhance the after-sales experience, **Mr. Hisashi Takeuchi, Managing Director & CEO, Maruti Suzuki India Limited**, said, *"Our mission is to provide 'Joy of Mobility' to as many people as possible, and after-sales service is a critical pillar to create a delightful car ownership experience. With the growing similarities in consumer preferences in urban and non-urban centers, there is a notable increase in interest for our NEXA offerings from both regions. Almost 30% of our NEXA sales come from non-urban centers. To cater to these customers, we are introducing these compact-format NEXA Service workshops. Our goal is to set up 100 such workshops by the end of FY 2024-25."*

Compact-format NEXA Service workshops

- Strategically located to offer seamless convenience and accessibility
- Plush and premium lounge equipped with digital technology to enhance customer service & transparency
- Diverse array of services, including periodic maintenance and running repairs

He further added, *"As we continue to expand our sales and product range, we need to reach closer to our customers. We will continue to expand our service network and explore new customer-focused formats to further enhance the car ownership experience."*

The compact-format extensions of NEXA Service workshops embody the NEXA philosophy of providing a premium service experience to the customers in non-urban centers. Built over a 75 square metre area, these workshops are equipped with a dedicated Front Office, Customer Lounge, Service Bay, and Parking Bay for customer convenience. Customers may avail common services like periodic maintenance and regular repairs at these workshops.

Having introduced NEXA Service in 2017, Maruti Suzuki has expanded its presence to over 390 Service touchpoints, serving customers nationwide.

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