

Press Release

Maruti Suzuki announces winners of MAIL Cohort 8; winning startups earn Proof-of-Concept

New Delhi, 21 November 2023: Maruti Suzuki announced the winners of Cohort 8 of its Mobility & Automobile Innovation Lab - a program part of Maruti Suzuki Innovation umbrella. This initiative aims to offer innovative solutions to enhance efficiency across business areas. At Cohort 8, five startups were declared as the winners namely Metadome.ai, Only Good, YeppAR, Twyn and Pushpak.

Cohort 8 saw 14 startups from across the country demonstrating their ideas. Here, startups proposed solutions relevant to manufacturing, Service, Parts Accessories & Logistics, Digital Enterprise, and Quality Assurance business domains.



Encouraging the participants, **Mr. Hisashi Takeuchi, Managing Director & CEO, Maruti Suzuki India Limited** said, *“Practically implemented innovation is helping to bring-in social benefits, improve quality of life, and create jobs. Realizing the huge potential of startups to drive innovation, the Government of India undertook the Startup India initiative. At Maruti Suzuki, we realize this potential and are actively working with startups to co-create tech-enabled solutions relevant to the mobility industry. Our startup program continues to play a significant role in bringing a positive impact in business.”*



About Maruti Suzuki Innovation programs:

Maruti Suzuki started the MAIL initiative in 2019 to identify and create a bustling ecosystem of startups to encourage tech-enabled innovative solutions in the automobile and mobility space. The startups join hands with experts from Maruti Suzuki to co-create solutions across domains such as Engineering, Information Technology, Logistics, Marketing & Sales, Production, Service, Spare Parts, and Supply Chain. During the period of association, the startups are provided mentoring and access to test beds to assess the feasibility of their ideas, as well as help add value to Maruti Suzuki's business operations. Through the program, the selected startups collaborate with Maruti Suzuki to see their innovative ideas be implemented in the real-world conditions, while the participants get to hone their entrepreneurial capabilities. Aligned to Government's 'Start-up India' and 'Digital India' initiatives, Maruti Suzuki runs multiple innovation programs to engage with startups at different stages of maturity. These programs are, 1) Pre- Incubation Program (Nurture), 2) Incubation Program, 3) Mobility and Automobile Innovation Lab (MAIL), and 4) Mobility Challenge.

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