



QUEST UNLIMITED

The Company completed 25 years on December 14, 2008. We acknowledge the milestone by expressing gratitude to all our partners and stakeholders.

This quarter century has been one of profound transformation for India, and for our industry. From a nation priding on self reliance and tentative about facing the world, India is now a vibrant, self-assured economic entity with abundant promise for the future...



...India's car industry has evolved from next-to-nothing to a sector that now fulfils a wide variety of customer needs, plays a critical role in growing incomes and employment and nurtures a global aspiration.

Maruti Suzuki is privileged to have lived through this change and, on occasion, contributed to it. While remaining focused on our business, we tried never to lose sight of our larger social agenda: build the foundation for India's modern auto manufacturing industry, promote fuel efficiency and environment friendliness and disseminate the best of Japanese management practices across corporate India.



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Our Quest has led us constantly to look beyond the near and immediate, explore frontiers, forge partnerships and connect with India in all her richness and diversity. We may have met expectations in certain areas, fallen short in others.

Through our theme for last year, A Million Promises, we sought to convey that we would strive to excel in all the multiple facets of our business. While our business is about offering a range of quality products, it also demands a robust sales and service network and the ability to partner and nurture a supplier base over long periods of time. Success in this business, we said, asks for "stamina and patience, order and creativity, skills hard and soft and it needs all of them to co-exist in the right proportion."

During the past year, in the midst of a market downturn, we have taken decisive steps forward in enhancing our R & D capability, unveiled a national road safety mission, expanded capacity to a million cars, got our new K-series engine programme on stream and launched the A-star in India and Europe and kept focus on recruitment and people development. We have not allowed the short term to interfere and cloud our vision for the future.

In the past few months, we have often been asked: "After 25 years of leadership, what next?" It is not for us to predict the future. Other than to say that the Quest is unceasing. We continue on our journey, uninterrupted and without distraction, avoiding complacency and flamboyance, to explore newer frontiers, strengthen and expand partnerships, connect with the layers and layers of a still larger world and embed ourselves deeper in the lives of people.

