

Speech by Mr. R.C. Bhargava, Chairman, Maruti Suzuki India Limited
on the launch of A-star
New Delhi, 19th November 2008

Good afternoon and welcome to this very significant milestone in the progress of Maruti Suzuki.

I am very happy to present the A-star to you

A-star is Suzuki's fifth World Strategic Model

The launch of this car is important to us for many reasons

Firstly, India is the only country in the world where this car is being manufactured. We are the largest producer of small cars in Suzuki's family, and India is, I believe, the second largest consumer of small cars in the world. We have over a long period of time demonstrated our capacity to manufacture high quality and competitively priced cars. Thus, logically, we became the choice for manufacturing this world car.

Secondly, we expect that A-star will enable our company to reach a different level in our exports. Last year, Maruti Suzuki exported 53,000 cars to over 40 countries. This was the highest ever annual export in our history. However, with the A-star, we are targeting to make a quantum jump, and scale up our exports to around 200,000 cars in 2010-11.

Thirdly this car represents the use of the latest technology. The A-star is presently the most fuel efficient petrol car. In addition, it is a green car, with 85% of it being capable of being recycled. Both these factors are very relevant in today's environmental conscious world and would help to make the car more acceptable.

The export of this car will be facilitated by new infrastructure developments. The car terminal at Mundra Port, which we are setting in partnership with Adani Group, will be ready by the mid-December. New double decker railway wagons have been developed for transporting cars from the factory.

As you will see shortly, this car is also priced competitively.

Maruti Suzuki's customer in India will benefit from all these qualities of the A-star and we expect the car to be very well received. In recent years, Suzuki has introduced new models to reflect a sporty and exciting image. This new design philosophy has been well accepted by Indian customers, as is evident from the success of models like the Swift, SX4 and DZire. The A-star carries forward the same design theme.

As in the past, I seek your support for Maruti Suzuki.

Thank you for being here.

I am sure you are keen to know the price of the new model

Can we have them on a slide, please

These are introductory prices at launch and we will review them in few weeks