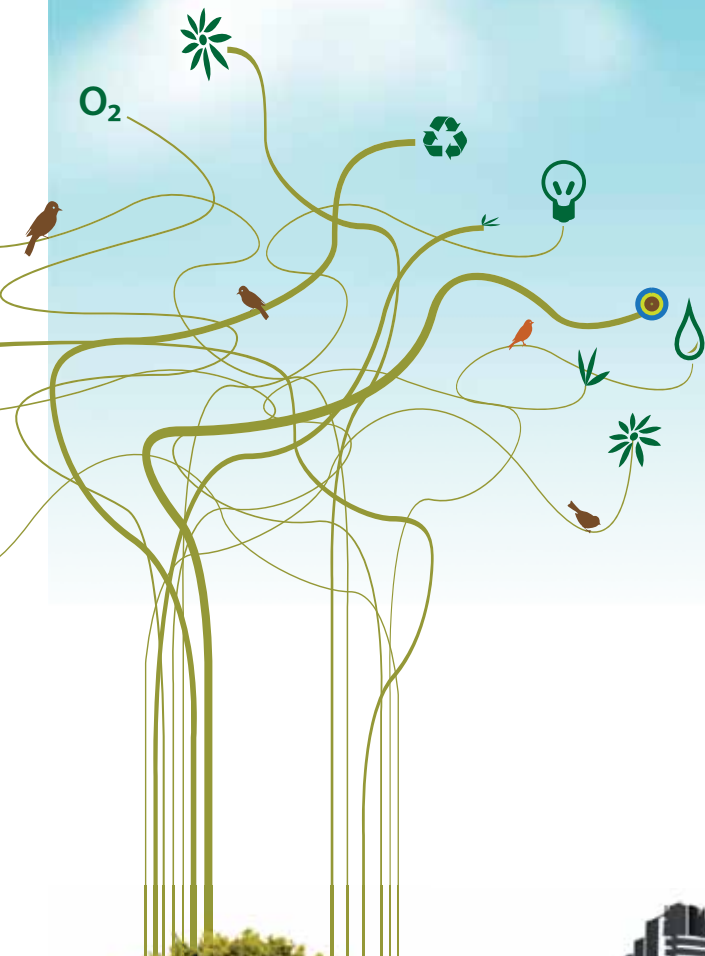


Strengthening Self and Supporting the Value Chain towards Sustainability

The adverse impacts of environmental degradation and social inequality on the sustainability of corporates have prompted managements across the globe to look beyond profit. As a result, the environmental and social dimensions of sustainability have come into sharp focus, making them an integral part of business strategy.

While strengthening internal operations for sustainability is a natural area of focus, the challenge lies in collaborating with the value chain for creating a positive environmental and social impact. This is especially important when a large portion of the value is generated by business partners. This calls for businesses to engage with all business partners, sensitise them about sustainability issues and undertake joint projects to minimise negative impact, generate social and environmental wealth and thus create a brighter future for all.





Maruti Suzuki has been focusing on strengthening its operations, products and services from the viewpoint of economic, environmental and social sustainability. While the Company continues to improve its own performance, it has chosen to focus on sustainability among its partners as well. This approach has deepened its relationship with business partners and at the same time taken the sustainability commitment of the Company to the next level.

The initial focus of Maruti Suzuki was to support business partners in areas like cost reduction and improvement in quality, productivity and customer service. At the same time, environment and people development areas were also taken up.

GIVE • GET • GROW

With its sustainability philosophy of "Give Get Grow", Maruti Suzuki's focus has been on growing together with its business partners. The Company is aware that in Giving support to its business partners on issues of sustainability, it will Get back in return manifold. This will naturally translate into an opportunity for Maruti Suzuki and all its partners to Grow together sustainably.

