Press Release

Maruti Suzuki concludes second edition of DesignXathon, nurturing young automotive design talent

- More than 450 students from over 70 leading design institutes in India and overseas participated in the challenge, envisioning the mobility aspirations of Gen Z and Gen Alpha
- Team IED Torino was declared the winner; the first and second runner-up positions went to teams from the National Institute of Design, Gandhinagar
- The top 3 teams were awarded cash prizes and 6-month internships at Maruti Suzuki's India Design Studio
- Finalists ranked fourth to tenth will be considered for internship opportunities upon further evaluation

New Delhi, 12 November 2026: Maruti Suzuki India Limited ("Maruti Suzuki") has successfully concluded the second edition of **DesignXathon**, its flagship automotive design competition. More than 450 students from over 70 leading design institutes in India and overseas participated in the competition. They were challenged to '***Envision an iconic vehicle Gen Z and Gen Alpha aspire to own in 2036'***.

After several rounds of evaluation and mentorship by Maruti Suzuki's Design Studio team, the top 10 teams presented their concepts through 1:8-scale prototypes at the Grand Finale held at the Company's **India Design Studio** in Gurugram.



Maruti Suzuki DesignXathon 2026: Mr. Yuji Morita, Executive Officer, Product Planning, Maruti Suzuki India Limited (second from left) and Mr. Sandeep Raina, Executive Officer, Product Planning, Maruti Suzuki India Limited (second from right) awarded cash prizes and a 6-month internship to the Top 3 teams - IED Torino (Winner), National Institute of Design (1st Runner-up and 2nd Runner-up).

Elaborating on DesignXathon 2026, **Mr. Hisashi Takeuchi, Managing Director & CEO, Maruti Suzuki India Limited** said, *"Customer aspirations, lifestyles and automotive technology are evolving. I believe young minds, with their fresh perspectives and unconventional thinking, will play an important role in shaping the future of mobility. As the world's third-largest passenger vehicle market, India has immense young talent and creative potential to shape the future of mobility. At Maruti Suzuki, we are committed to connecting this talent with the industry. Through DesignXathon, we aim to foster open innovation and collaboration, nurture emerging designers, and lay the foundation for a strong design ecosystem in India. I congratulate the winning teams for their innovative concepts, bringing together technology and sustainability and commend all participants for their creativity and enthusiasm."*

About Maruti Suzuki DesignXathon

It is an annual automotive design competition for students that strengthens industry-academia collaboration. DesignXathon aims to nurture India's design talent, offering exposure to professional design practices and real-world industry scenarios.

It marks an important step in Maruti Suzuki's efforts to build a strong vehicle design ecosystem, collaborate with emerging talent, and stay abreast of evolving customer expectations in a rapidly transforming mobility landscape.

View photos from **DesignXathon 2026** on the **LINK**

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