

Maruti Suzuki True Value Celebrates 25 Years with 65 lakh Customers

- Maruti Suzuki entered the pre-owned car market in 2001 with True Value, establishing a legacy of trust with 65 lakh pre-owned vehicle sales since inception.
- Maruti Suzuki True Value introduced several leading practices including structured vehicle evaluation, certification and warranty support which continue to remain the industry standard.
- True Value is the preferred marketplace for pre-owned car buyers and sellers. Customers can choose from a wide range of quality certified vehicles with verified history. Car owners can also sell their cars to True Value with transparent tech-driven evaluation processes and competitive market value.



New Delhi, 16 October, 2026: Maruti Suzuki India Limited (Maruti Suzuki) celebrates 25 years of True Value with over 65 lakh happy customers. Maruti Suzuki True Value (MSTV) entered the pre-owned car market in 2001 with an organised framework for pre-owned car customers. Curated around customer requirements and preferences, the transparent and reliable processes setup by MSTV continue to remain the industry standard. Today, MSTV commands a legacy of trust with customers across the country enjoying the joy of mobility with car ownership.

MSTV's structured vehicle evaluation and certification processes alongside warranty policies for pre-owned cars gives customers complete assurance with their purchases. Evolving with changing expectations of India's pre-owned car customers, MSTV offers customers an experience at par with new car showrooms, featuring digital integration and enhanced retail experiences.

Commenting on the milestone, **Mr. Partho Banerjee, Senior Executive Officer, Marketing & Sales, Maruti Suzuki India Limited**, said, *"For 25 years, Maruti Suzuki True Value has worked towards making pre-owned car ownership more trusted, transparent and accessible for customers. Over its quarter-of-a-century journey, True Value has constantly reimagined itself to not just evolve with the times, but also to give customers exactly what they want. True Value has been designed as a comprehensive pre-owned car ecosystem serving buyers and sellers through 662 outlets across 338 cities. With pre-owned car ownership striking a new chord with aspirational customers, the share of young first-time buyers are constantly increasing amongst True Value customers. As we celebrate this momentous milestone, we remain committed to making personal mobility accessible and aspirational through assured quality, transparent processes and technology-enabled customer experiences."*

With a structured setup and systematic approach, MSTV has helped establish several industry practices that are now recognised as important benchmarks. These include structured vehicle evaluation, certification and warranty support. Verification of a vehicle's documentation and service history also ensures greater customer confidence and reassures customers with their pre-owned car purchases.

Financing has also emerged as an important enabler of pre-owned car ownership, with an increasing number of MSTV purchases being financed. Through Maruti Suzuki Smart Finance, MSTV customers can access a range of financing options from leading public and private sector banks and NBFCs (Non-Banking Financial Company) on an end-to-end digitised platform. Together with certified vehicle quality, transparent financing processes, widespread network and the assurance of Maruti Suzuki, MSTV makes pre-owned car ownership accessible, while fostering lasting customer relationships built on trust, quality and customer-centricity.

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