Press Release

Maruti Suzuki VICTORIS AURUM Edition Launched to Celebrate 1 Year of Record Sales Success

- *VICTORIS has won the hearts of customers in its first year by setting the record for the highest cars sold during the 1st Year for a new model launch[#1].*
- *As a tech-loaded SUV developed for digital natives, the VICTORIS has become the fastest-selling passenger vehicle in India to surpass both 1.5 lakh[#2] and 1 lakh sales milestones[#3] since launch.*
- *To celebrate the milestones, Maruti Suzuki launches the VICTORIS AURUM Edition Strong Hybrid featuring unique styling elements that set it apart from the crowd this festive season.*
- *The new VICTORIS AURUM Edition is styled with copper coloured inserts for the front, side, rear skid plate designs and wheel arches. A striking new range of chrome accessories garnish the front grille, fenders, bumpers, body side mouldings and door visors, along with new all-weather 3D cabin mats, a 3D boot mat and a rear trunk sill guard.*
- *For the launch, Maruti Suzuki has teamed up with Bollywood icon Shahid Kapoor as the face of the VICTORIS AURUM Edition.*



New Delhi, October 24, 2026: Maruti Suzuki India Limited (Maruti Suzuki) celebrates the first anniversary of the VICTORIS 'Got it All' SUV with the launch of the new AURUM Edition. Designed and developed for young, ambitious, tech-savvy customers, the VICTORIS has won the hearts of customers in its first year by setting a record for the highest cars sold during the 1st Year for a new model launch in the Passenger Vehicle (PV) category[#1]. As a tech-loaded SUV developed for digital natives, the new celebratory VICTORIS AURUM Edition with Strong Hybrid technology and EV mode has been launched with a kit price of INR 22 990.

Commenting on the launch of the Maruti Suzuki VICTORIS AURUM Edition, **Mr. Partho Banerjee, Senior Executive Officer, Marketing and Sales, Maruti Suzuki India Limited**, said, *"Conceptualised as a 'Got it All' SUV for today's dynamic young go-getters who 'want it all', the VICTORIS has truly won the hearts of buyers. As we celebrate its first anniversary, it's worth noting that the VICTORIS has become the fastest-selling PV to clock both the 1.5 Lakh and 1 Lakh sales milestones, going on to achieve the highest sales for any car in India during its 1st year of launch. Recognising these extraordinary achievements, we are introducing the VICTORIS AURUM Edition Strong Hybrid, with tasteful enhancements that are sure to grab eyeballs and make this festive season feel all the more special for our valuable customers. Our association with Shahid Kapoor, for the new AURUM Edition is also sure to complement the VICTORIS' contemporary appeal."*

Named after the Latin word for gold, AURUM reflects the VICTORIS' golden first-year with record-breaking sales performance that has garnered industry-wide recognition. The introduction of the VICTORIS AURUM Edition with Strong Hybrid technology is sure to strike a chord with dynamic young customers who are early adopters of technology.

The new Maruti Suzuki VICTORIS AURUM Edition has been curated with a unique design theme featuring copper coloured inserts for the front, side, rear skid plate designs and wheel arches. A striking range of chrome accessories for the front grille, fenders, bumpers, body side mouldings and door visors, along with new all-weather 3D cabin mats, a 3D boot mat and a rear trunk sill guard to set the VICTORIS AURUM Edition apart.

Complementing the unique appeal of the new VICTORIS AURUM Edition is a tie-up with Bollywood icon Shahid Kapoor VICTORIS AURUM Edition—uniting one of Indian cinema's most dynamic and versatile contemporary stars with the ultimate 'Got it All' SUV. Driven by relentless energy, a distinct sense of style, and a passion for premium lifestyle experiences, Shahid perfectly mirrors the vibe of today's young India. He embodies a generation that refuses to compromise, is always moving forward. This raw synergy seamlessly aligns with the VICTORIS philosophy: engineered for those who demand more from life and live it loud.

The VICTORIS' unprecedented success has received significant recognition from the Indian Automotive Media Fraternity during its debut year. It received the prestigious Indian Car of the Year Award (ICOTY) 2026 and Car of the Year Awards from BBC Top Gear India, Car India Magazine, ABP Live Auto and Hindustan Times Auto. The Maruti Suzuki VICTORIS has received numerous awards across multiple categories from diverse juries, making it one of the most awarded vehicles of 2026.

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#1 Claim supported by JATO Dynamics Limited certification dated 16th September 2026
#2 Claim supported by JATO Dynamics Limited certification dated 12th October 2026
#3 Claim supported by JATO Dynamics Limited certification dated 31st May 2026