

Press Release

Maruti Suzuki 'Kam se Kaam Banega' Celebrates three decades leadership of offering country's most fuel-efficient cars



- Technology innovations like Smart Hybrid, S-CNG, K-Series engines and HEARTECT platform pivotal in improving fuel efficiency across product range
- In past one decade, Maruti Suzuki has achieved up to 30% improvement in fuel-efficiency
- Committed towards environment friendly technologies, Maruti Suzuki has reduced 1.3 Million Tonnes of CO₂ over the last decade from the sales of Smart-Hybrid and S-CNG technology vehicles over conventional fuel vehicles
- Largest offering of 6 Smart Hybrid technology vehicles and 8 S-CNG powered vehicles

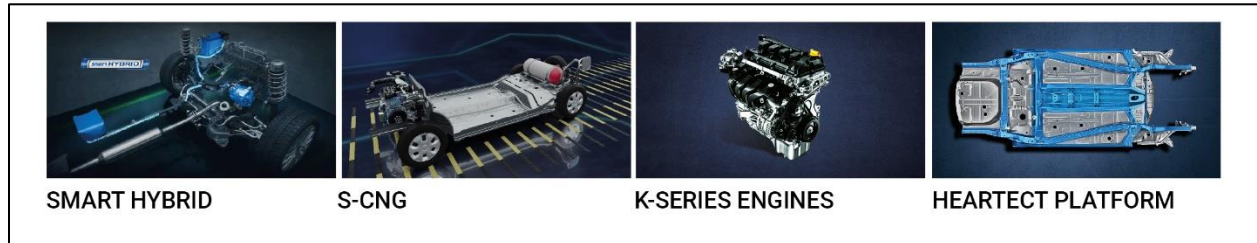
New Delhi, September 21, 2021: Maruti Suzuki India Limited, introduces '**Kam Se Kaam Banega**', an integrated campaign to celebrate three decades of leadership in offering country's most fuel-efficient cars. The 360° campaign tastefully carries forward the narrative on 'fuel-efficiency' - an extension of Maruti Suzuki's 'People Technology' campaign which celebrates innovations and technologies that delight customers.

'**Kam Se Kaam Banega**' draws inspiration from the innate need of Indian consumer to expect maximum fuel efficiency from cars without compromising on performance and safety. A testimony to the same is the fact that "Fuel Efficiency" is one of the most important parameters while making the car purchase decision. Maruti Suzuki over the years has offered country's most fuel-efficient cars across all segments. Working in close partnership with the parent company Suzuki Motor Corporation, Japan, Maruti Suzuki India Limited is committed to promote environmentally friendly products.

Technological innovations like Smart Hybrid, S-CNG, K-Series engines and HEARTECT platform etc. have helped the company to offer fuel efficient products along with meeting other changing consumer requirements. Maruti Suzuki has recorded up to 30% improvement in fuel-efficiency across its product range in last one decade.

Key Technology Interventions towards Fuel Efficient Cars

Over the years, the company has systematically invested in advanced technologies to achieve higher goals in improving vehicle fuel efficiency yet offering products at affordable price to consumers. These technological interventions have fulfilled objectives of enhancing the fuel-efficiency, improving drivability and safety of Maruti Suzuki offerings.



Smart Hybrid Technology

Maruti Suzuki was first to introduce hybrid technology in Indian mass segment models. The all new progressive Smart Hybrid technology with dual battery setup including a Li-ion battery offers torque assist, Idle start-stop and brake energy regeneration. It not only enhances the driving performance but reduces the fuel consumption and emissions. Smart Hybrid is currently offered across Ciaz, Ertiga, S-Cross, Vitara Brezza AT, XL6 and Baleno. Maruti Suzuki Baleno Smart Hybrid technology delivers a fuel efficiency of 23.87 kmpl. Maruti Suzuki Swift and Dzire are equipped with Next Gen K12N engine along with ISS technology.

S-CNG Technology

MSIL S-CNG technology offers improved performance, enhanced safety & unmatched convenience to the customers. S-CNG Vehicles are equipped with technologies such as Dual ECU, intelligent injection system and are calibrated to deliver unmatched performance, enhanced safety, and improved convenience to the consumers. S-CNG technology is offered across Alto, Celerio, WagonR, S-PRESSO, Ertiga, EECO, and Maruti Suzuki's commercial segment EECO Cargo, Super Carry, Tour H1, Tour H2, Tour S, Tour V and Tour M. Maruti Suzuki's WagonR 1.0 equipped with S-CNG technology delivers a class leading fuel efficiency of 32.52 Km/kg.

Powerful and Efficient K-Series Engines

K-series gasoline engine realizes the true spirit of the global design trend of optimizing engine performance through innovative design techniques. It is currently offered in four different options across Maruti Suzuki's product line-up: K10B, K12M, K15B and Next gen Dual VVT Dual Injector K12N Engine. Next generation K-series engine in combination with Idle Start Stop system supports in achieving even higher fuel efficiency. For example, this combination helps Maruti Suzuki Dzire attain fuel efficiency of 23.26 kmpl with MT version and 24.12 kmpl with AGS (auto gear shift) 2 pedal version, making it country's most fuel-efficient car.

HEARTECT Platform

Maruti Suzuki with parent organization Suzuki Motor Corporation, Japan, has introduced the next generation global platform "HEARTECT" that is designed with a core focus on safety. Built with advanced and high tensile steel, the platform has a smooth continuous design for better impact absorption in case of a collision. The HEARTECT platform offers better NVH characteristics, better ride and handling through improved body stiffness, and improved power-to-weight ratio for better driving performance & fuel efficiency.

Speaking on the campaign, **Mr. Shashank Srivastava, Senior Executive Director (Marketing & Sales), Maruti Suzuki India Limited**, said, “*Maruti Suzuki has always been a champion in offering fuel efficient cars and with every new model and upgrade, the Company brings innovation and technology to address the customer’s need for better mileage and performance. According to the latest report by New Car Buyer’s Study (NCBS) as well, Indian customers are value conscious and with spiraling fuel prices over recent months, the mileage of the car remains among top reasons for the purchase. Our latest campaign ‘Kam se Kaam Banega’ is a testimony of our leadership and commitment towards bringing fuel-efficient and environment friendly cars. It demonstrates our commitment to give more to our customers*”.

Link to TVC:

- <https://youtu.be/SjGZQtgzpVI>
- <https://youtu.be/4AMASf6nxnw>

Link to Website: <https://www.marutisuzuki.com/corporate/technology/engine>

ISSUED BY

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