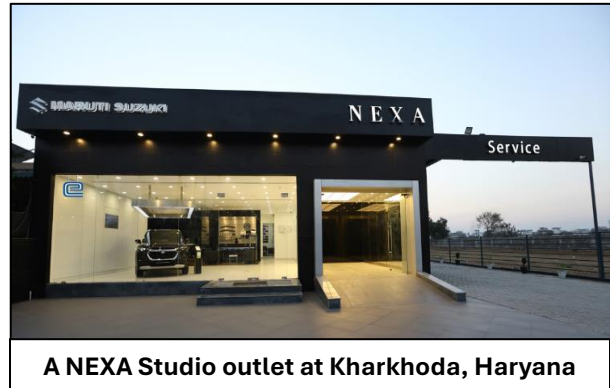


Maruti Suzuki expands NEXA footprint across India; inaugurates 200th NEXA Studio

New Delhi, 27 February 2026: Maruti Suzuki India Limited (“Maruti Suzuki”) announced the opening of its 200th NEXA Studio outlet. This marks another step forward in Maruti Suzuki’s journey to deliver premium and personalized car ownership experience under its flagship ‘NEXA’ channel.

Depending on geography and sales potential, NEXA channel has been conceptualized in two formats- NEXA main outlets and NEXA Studio outlets. In all, NEXA sales network presently has over 740 outlets across more than 530 cities.

Mr. Hisashi Takeuchi, Managing Director & CEO, Maruti Suzuki India Limited, said, *“NEXA stands for innovation, design, and premium ownership experience. The rapid expansion of NEXA Studios demonstrates our commitment to make this experience accessible to our aspirational customers in semi-urban areas. There is a growing segment of customers in these areas who are desirous of a premium car buying experience. To cater to their needs, we are happy to expand our NEXA footprint to such locations. We are thankful to our dealer partners and customers for their trust and enthusiasm that continue to drive NEXA’s growth story. With their support, we aim to take the total number of NEXA Studio outlets to 600, by the end of FY 2030-31.”*



A NEXA Studio outlet at Kharkhoda, Haryana



Mr. Partho Banerjee, Senior Executive Officer, Marketing & Sales, Maruti Suzuki, at the inauguration of the 200th NEXA Studio outlet.

About Maruti Suzuki NEXA:

Maruti Suzuki launched its NEXA channel in July 2015 to attract new categories of customers through unmatched car buying experience. Within a year of launching NEXA, the Company successfully set up 100 NEXA sales outlets covering 94 cities. In FY 2024-25, with sales of over 5.4 lakh vehicles, NEXA accounts for almost 30% of Maruti Suzuki's domestic sales. Maruti Suzuki retails Baleno, Fronx, Grand Vitara, XL6, Ignis, Jimny, Invicto and e VITARA through NEXA.

About Maruti Suzuki NEXA Studio:

Introduced in August 2024, the NEXA Studio format was conceptualized to extend NEXA's premium experience to new geographies in non-urban locations. These outlets offer a unique and immersive environment, serving as a one-stop destination equipped with Sales, Service, and Spare Parts facilities, ensuring convenience and quality under one roof. Within a short span, Maruti Suzuki, in collaboration with its dealer partners, has successfully established 200 NEXA Studio outlets across the country.

Click [here](#) for images of the NEXA Studio outlet.

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