

Press Release

Maruti Suzuki selects 6 startups to co-create new-age technology-based business solutions

New Delhi, 12 May 2026: Maruti Suzuki India Limited (“Maruti Suzuki”) announced the selection of 6 startups from the 10th Cohort of its flagship Accelerator Program. The selected startups: Goat Robotics, SheerDrive, Schijnenn Digital, GenbaNEXT, Swayatt Drishtigochar, and Swiftex, have been awarded paid Proof of Concepts (PoCs), to co-create AI-based and technology-led solutions with Maruti Suzuki. These solutions aim to further improve safety and efficiency in plant operations, reduce product development time, strengthen material-level traceability, and further enhance customer experience.



Winners of 10th Cohort of Maruti Suzuki’s startup Accelerator Program awarded paid Proof of Concept (PoC) in presence of Mr. Hisashi Takeuchi, Managing Director & CEO, Maruti Suzuki and Dr. Tapan Sahoo, Senior Executive Officer, Digital Enterprise, Maruti Suzuki.

Mr. Hisashi Takeuchi, Managing Director & CEO, Maruti Suzuki India Limited said, *“As our operations continue to grow, the solutions that we are co-creating with these startups will enable us to further improve safety in our plants, help reduce product design and development lead time, strengthen material traceability to support our circularity efforts, and help our dealer sales executives engage with customers more efficiently.”*

He added, *“At Maruti Suzuki, we are committed to support Government of India’s ‘Startup India’ initiative through our innovation programs. These programs provide startups mentorship, access to our facilities, and opportunities to work with our teams in real business situations. This helps startups refine and scale their ideas while also helping us modernise our operations and become future-ready.”*

Details of the startups and project areas:

Startup	Solution
Goat Robotics	Safe and efficient movement of materials
SheerDrive	Real-time, market-linked used car price visualizer
Schijnenn Digital	Shorten product design and development cycle
Genba NEXT	Material traceability: Aiding in circularity efforts
Swayatt Drishtigochar	Predictive maintenance and safe operation of industrial equipment
Swiftex	Sales assistance platform to support dealer executives in efficient customer engagement

About Maruti Suzuki's Innovation Programs:

Maruti Suzuki has built multiple open innovation programs to provide the right direction and support to startups in developing innovative solutions to help solve real-world business problems. In the journey of 7 years, around 6,800+ startups have been screened, over 250+ startups were engaged and 34 of these startups have been onboarded as partners delivering value to our business.

Some of the major programs are:

- **Maruti Suzuki Accelerator:** Launched in January 2019, through this program, Maruti Suzuki fosters open innovation in the automobile manufacturing and mobility space, by collaborating with growth-stage startups to co-create cutting-edge technological solutions
- **Maruti Suzuki Incubation Program:** Started in August 2020 with an aim to nurture technology enabled startups defining future of mobility. NSRCEL supports the program by identifying high-potential mobility startups in early-stage, providing hands-on expert mentorship, and offering access to IIM Bangalore's rich academic and entrepreneurial ecosystem
- **Mobility Challenge:** Initiated in June 2021 to explore new age technologies and help startups in mature stage to showcase their cutting-edge innovative solutions in the mobility space
- **Nurture:** Started in 2023 as a Pre-Incubation Program for idea-stage startups

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