

**Resilience**   
**Resolve**   
**Resurgence** 

**MARUTI**  **SUZUKI**

**Way of Life!**

**Maruti Suzuki India Limited**  
Annual Report 2012-13

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## In life as in business, it is often difficult to predict roadblocks.

But they regularly impede our path and fill the journey with challenges and growth.

At Maruti Suzuki, 2012-13 tested our ability to withstand challenges and bounce back. We saw one of the worst car demand slowdowns in a decade, market distortion between petrol and diesel cars, and continued adverse impact of foreign currency movement.

The violence at our Manesar plant, and the tragic death of a General Manager, cast a shadow.

### How do we respond to such a situation?

The most obvious response would be: shock, disbelief, denial, blame, withdrawal or even rationalisation.

At Maruti Suzuki, however, we didn't do the obvious thing.

Rather than being overwhelmed by the external adversity, we looked inwards for internal strengths to fight back.

Our collective resolve helped us stay together, think positive, display composure and focus on the future rather than just the present.

We operated with agility and consistent focus and pulled off the not-so-obvious: we stayed close to our people and their families, made the Manesar plant operational within a month after disruption, launched an exciting new model, increased our market share and profits, and also kept our future investment plans on schedule.

Most importantly, we continued our transparent communication with investors, media and all other stakeholders.

Leadership is not just about highest market share for decades; it is also about

Resilience ~

Resolve <>

Resurgence >>

# Fighting Fit for Decades

For more than three decades, Maruti Suzuki has been a household name across urban and rural India, through multiple business challenges. We commenced our journey in 1982. Since then the story rolls on. The story of an automobile revolution...

Over the years, the pride of owning a Maruti Suzuki vehicle has grown despite the availability of multiple brands. Today, we produce more than **1 million** units annually, with **15 different models** and over **200 variants**.

## Passenger cars



Maruti 800



Alto 800 (also available Alto K10)



Wagon R



Estilo



A-star



Ritz



Swift



DZire



SX4

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## Vans



Kizashi



Omni



Eco

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## Utility vehicles



Ertiga



Grand Vitara



Gypsy

# Ability Meets Acclaim



## Qtr.1

FY'13

- ^ Maruti Suzuki unveiled India's first Life Utility Vehicle - Ertiga on 12<sup>th</sup> April
- ^ Maruti Suzuki attained 1 million cumulative exports
- ^ Haryana Chief Minister, Shri Bhupinder Singh Hooda laid foundation stone of the R&D Test Track at Rohtak
- ^ Haryana Chief Minister, Shri Bhupinder Singh Hooda inaugurated the country's 6<sup>th</sup> Institute of Driving and Traffic Research (IDTR) at Rohtak
- ^ Maruti Suzuki signed an agreement with the Government of Gujarat to buy 700 acres of land for setting up a complete vehicle manufacturing facility near Mehsana
- ^ The Board of Directors approved the proposal to merge Suzuki PowerTrain India Limited with Maruti Suzuki India Limited

## Qtr.2

FY'13

- ^ Maruti Suzuki unveiled 'Wagon R Pro', a limited edition of one of our best-sellers Wagon R, sporting new features like double DIN music system with USB and Bluetooth, art leather seat covers, security system, premium exteriors with smart sporty body graphics and rear upper spoiler
- ^ Maruti Suzuki introduced a refreshed version of Ritz (Diesel) starting at ₹ 5.31 lakhs in an exclusive fresh colour - Mystique Red



# Qtr.3

FY'13

- ^ Maruti Suzuki launched the New Alto 800
- ^ Maruti Suzuki was felicitated with the Golden Peacock Award for Sustainability
- ^ Maruti Suzuki ranked No. 1 in J.D. Power Asia Pacific 2012 - Customer Satisfaction Index (CSI) study for the 13<sup>th</sup> consecutive year
- ^ NDTV Profit, India's popular business channel, presented the title of Automobile Person of the Year - 2013 to our Chairman Mr. R.C. Bhargava
- ^ Maruti Suzuki was runners-up at the Corporate Green Star Award
- ^ **Top Gear Awards**  
Ertiga - Family Car of the Year



# Qtr.4

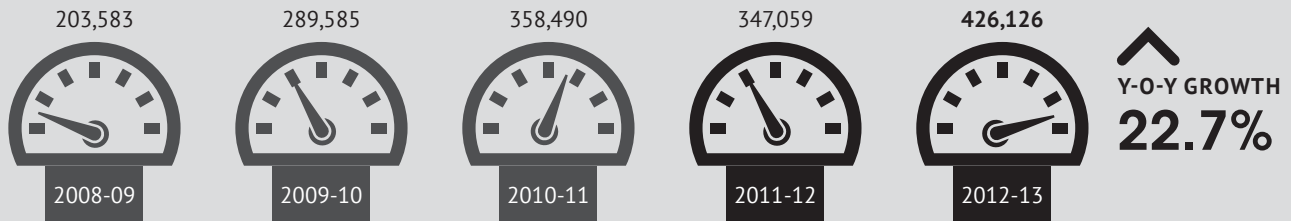
FY'13

- ^ **NDTV Car India Awards**  
DZire - Compact Sedan of the Year  
Ertiga - MUV of the Year
- ^ **Autocar India Awards**  
Alto 800 - Value for Money Car of the Year  
Ertiga - MPV of the Year
- ^ **CNBC Overdrive Awards**  
Alto 800 - Compact Car of the Year  
DZire - Midsized Car of the Year  
Alto 800 - Viewer's Choice four-wheeler of the Year  
Ertiga - Compact SUV of the Year
- ^ **ET ZIGWHEELS Awards**  
Ertiga - MPV of the Year  
DZire - Entry Sedan of the Year  
Alto 800 - Entry Car of the Year
- ^ **BS Motoring 2013 Award**  
Ertiga - MPV of the Year
- ^ **IAA Leadership Awards, Mumbai**  
Mr. M. Pareek, MEO, Marketing & Sales, was awarded the prestigious Marketer of the Year award (Automobiles)
- ^ **TLG Partners, London**  
Maruti Suzuki ranked No. 3 in the list of the 100 most successful and influential companies in India
- ^ **Golden Peacock National Training Award - 2012**  
Maruti Suzuki won the award for excellence in training practices and expertise in unique and innovative ways to address the training and development challenges
- ^ **Indian Chamber of Commerce**  
Mr. S. Maitra, Sr. MEO, Supply Chain, was presented the coveted 'Supply Chain Executive of the Year' Award in association with NDTV Profit and Deloitte

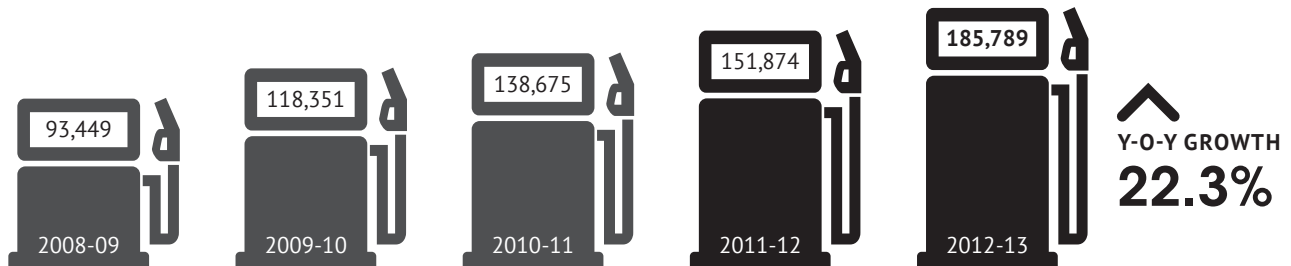
# Momentum Across Rough and Smooth Territories

## Business Highlights

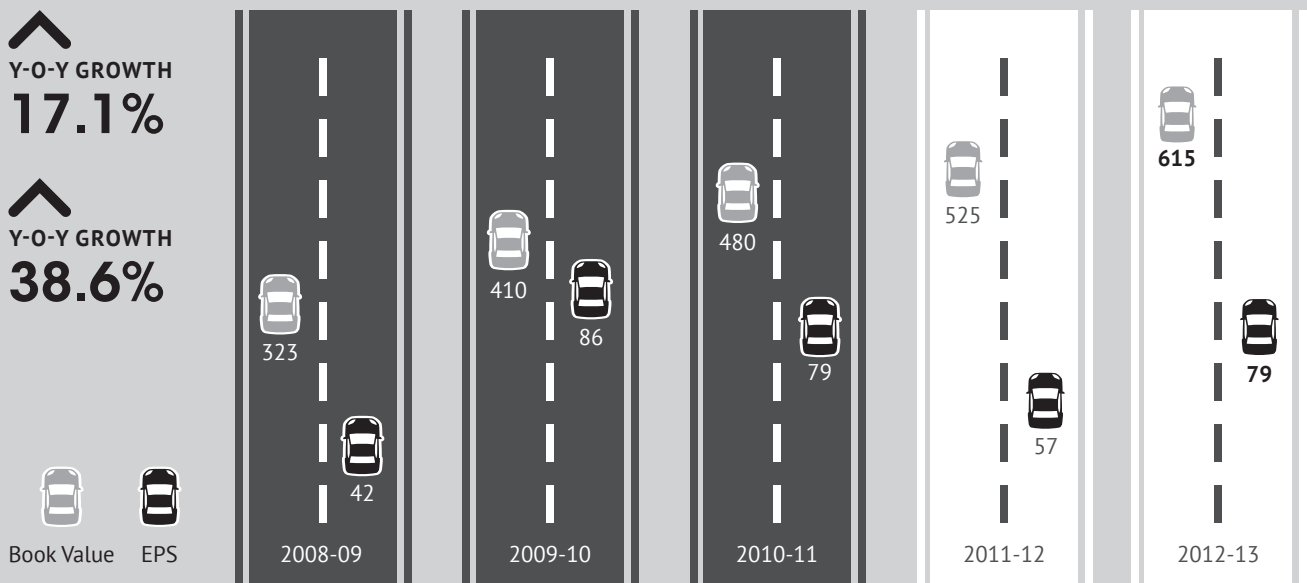
### NET SALES ₹ MN



### NET WORTH ₹ MN



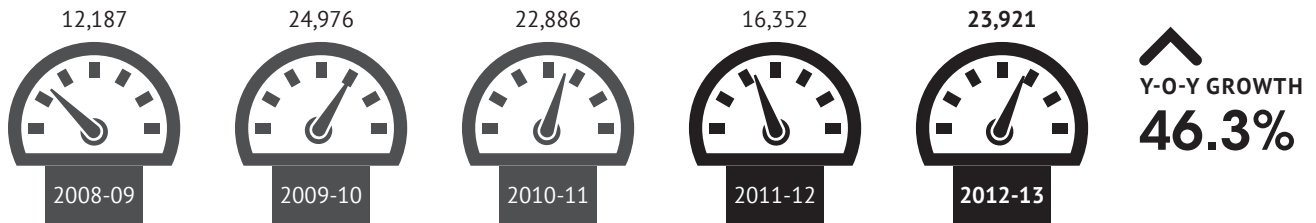
### BOOK VALUE & EPS ₹



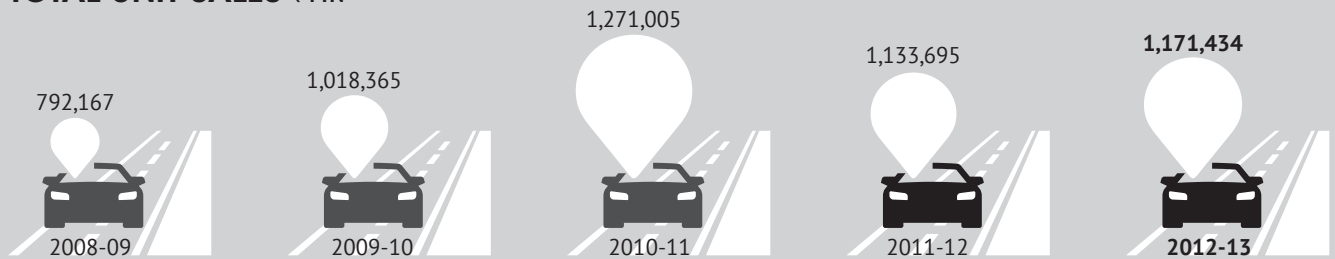


Numbers paint a credible picture than words. Every time we encountered a roadblock, it made us determined to perform with more resolve and persistence.

**PROFIT AFTER TAX ₹ MN**

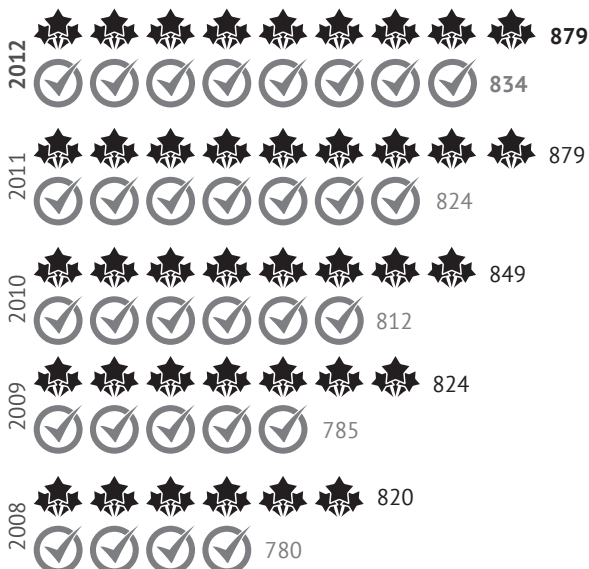


**TOTAL UNIT SALES ₹ MN**



**J.D. Power Customer Satisfaction Index**


MSIL Industry Avg.




**Look around. You will find us close by.**

Outlets Cities






**Resilience against  
headwinds.**



**Resolve to hold  
our ground and push  
forward.**



**Resurgence and  
a new era of  
sustainable growth.**



**That's our story in a nutshell. The full  
narrative follows...**