

MARUTI  SUZUKI

Way of Life!

MARUTI  
SUZUKI



13/14

ANNUAL  
REPORT

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# WAY FORWARD

**YEAR 1983,  
GURGAON, INDIA.**

Something big was taking place here for some time that most of India did not know about. They got to know when a small, smart car rolled out of the factory. In no time, this car became synonymous with the rising aspirations of India. It also celebrated in a way the engineering and manufacturing prowess that India was starting to build.

The excitement and passion that was prevalent then has only multiplied manifold today, after more than three decades. It has allowed us to keep pace with India's rapid transformation. Our passion and drive enabled us to unveil successful models in quick succession, spread network to reach hundreds and thousands of people and set into motion the big Indian automobile revolution with millions of happy customers.

As we look towards the future, we realise that the opportunity is expected to grow exponentially, as India is rapidly emerging as one of the world's youngest, entrepreneurial and aspiring countries with a resilient and growing economy.

In such an environment, our objective cannot simply be to sustain our leadership. Instead, we are working on strengthening it further. We have stepped up our investments in new initiatives and reinforced our focus on

innovation. Several new products with ground-breaking technologies have been rolled out and more are in the pipeline. We are creating a world-standard test track and R&D centre to optimise the product development time. Besides, we are preparing to offer new-age compact and efficient diesel engines.

We are setting up marketing infrastructure in strategic locations to get closer to customers. We are reinforcing our sales and service network through new format R-outlets and mobile service workshops. Not just that, we are engaging with our vendor and dealer partners to continuously improve systems and processes to enhance customer experience. We are doing all of this and more, to challenge our boundaries and leverage opportunities. Every single day.

Now the road ahead is to take our sales to 2 million units and along the way, revolutionise the automobile industry once again.

**Welcome to the  
new and bold  
Maruti Suzuki 2.0**



## OUR STRATEGY 2.0 IS POWERED BY KEY OBJECTIVES:

- Deliver superior value to customers through a balanced approach to products, performance and price
- Offer products, technology and services that improve quality of life
- Expand reach and customer touch points to provide assurance and comfort to customers
- Focus on improving quality across the value chain
- Develop marketing strategy and communications that connect with customers

## ACHIEVEMENTS IN PERSPECTIVE

In an industry characterised by intense competition, growing customer expectations and elevating quality, safety and environmental norms, we have strengthened our leadership. We faced roadblocks, but challenges have only served to reinforce our confidence to try harder and perform better.

**1,155,041**

Vehicles sold  
in 2013-14

**1<sup>st</sup>**

J.D. Power Customer  
Satisfaction Index  
Study (CSI)

**1<sup>st</sup>**

J.D. Power Sales  
Satisfaction Index  
Study (SSI)

**4/5**

Top selling models  
in the country are from  
Maruti Suzuki

**16%**

Growth in rural sales  
in 2013-14

**3,36,463**

Vehicles sold in 93,500  
villages in 2013-14

**1<sup>st</sup>**

In pre-owned car business  
in India

**1000+**

Maruti Mobile Support (MMS) vehicles operating and providing  
door-step service to customers

**283,000**

Number of new cars sold  
through exchange

**₹ 232.8 MN**

Amount spent on CSR  
activities in 2013-14

**1 MW**

Solar power plant became  
operational in Manesar

**742**

Number of smaller format  
sales outlets across India

**4.49 LAKHS+**

People trained in safe  
driving in the year

**ZERO**

Waste water discharge  
outside factory boundary

# MOBILITY THAT ENRICHES LIFE

## PASSENGER CARS



**Alto 800**  
(also available Alto K10)



**WagonR**



**Celerio**



**Swift**



**Ritz**



**DZire**



**SX4**

## VANS



Omni



Eco

## UTILITY VEHICLES



Ertiga



Gypsy

# PASSION ON WHEELS

At Maruti Suzuki, we aspire to be a Company that performs with passion to delight customers and create value for all stakeholders. We apply our breadth of expertise and experience to unveil industry-leading initiatives and innovations.

## MILESTONES 2013-14



### GREEN+

Introduced ERTIGA Green, CNG Model on 25<sup>th</sup> June 2013

### YOUTH+

Launched STINGRAY on 21<sup>st</sup> August 2013, bringing along more power, aggression and contemporary looks



### ADVANTAGE+

Our Managing Director Mr. Kenichi Ayukawa inaugurated the diesel engine plant at Gurgaon on 16<sup>th</sup> September 2013

### PRODUCTIVITY+

Inaugurated Manesar C-line on 5<sup>th</sup> October 2013



### CONTINUITY+

Completed one year of New Alto 800 since its launch on 16<sup>th</sup> October 2013





### SALES+

Crossed 1 million unit sales of Swift in the country on 5<sup>th</sup> November 2013

### PRESENCE+

Expanded presence in export markets with products like Swift, Dzire and Ertiga



### HERITAGE+

Completed 30 years of getting its first customer on 14<sup>th</sup> December 2013

### PRODUCTS+

Unveiled premium prowess with Concept CIAZ and Global SX4 S-CROSS at the Auto Expo on 5<sup>th</sup> February 2014



### TECHNOLOGY+

Introduced 'Celerio' with the revolutionary Auto Gear Shift technology on 6<sup>th</sup> February 2014

### PARTNERSHIP+

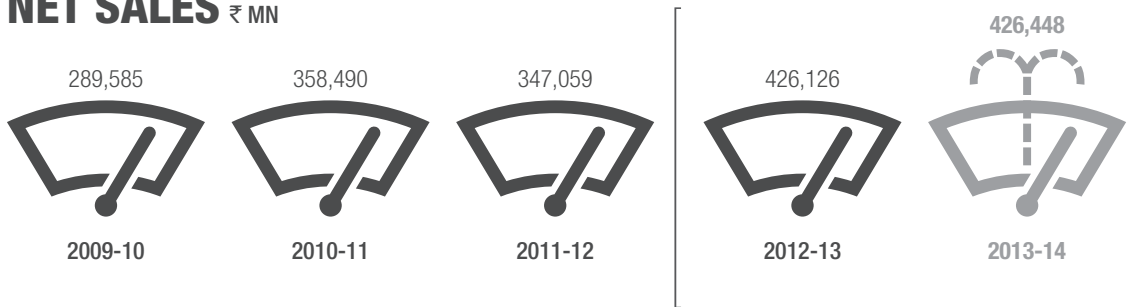
Indian Railways and Maruti Suzuki flagged off India's First Flexi Deck Auto-Wagon rake on 6<sup>th</sup> March 2014



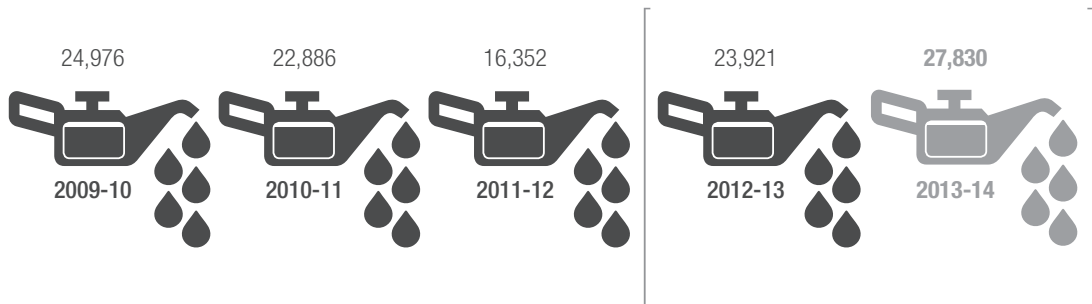
# DELIVERING CONSISTENT VALUE

We consistently co-create value for all stakeholders, despite economic volatility and business adversities. This demonstrates our flexible and resilient business model.

## NET SALES ₹ MN



## PROFIT AFTER TAX ₹ MN



## NET WORTH ₹ MN

