



Dream on.



MARUTI UDYOG LIMITED

Registered Office: 11th Floor, Jeevan Prakash, 25 Kasturba Gandhi Marg, New Delhi 110001

Phone: +91-11-2331 6831; Fax: +91-11-2371 3575 / 2331 8754

www.marutiudyog.com

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23 years of realising dreams.



Something changed in India after 1983.

Owning a car that was affordable, fuel-efficient and contemporary was no longer an unattainable dream.

It had a name. The Maruti 800.

And it was something the great Indian middle class was waiting for. In just 5 years, they made us turn out a record 100,000 cars a year. And turned Maruti into a household name.

Over the years, more and more Indians became part of our dream. Three new plants came on-stream by 1999 and we were turning out 350,000 cars. New models were introduced at regular intervals, like the Omni, Gypsy, Zen, Esteem, Baleno, WagonR, Alto, Versa and Grand Vitara. Right up to the recently-launched Swift.

In the course of this journey, we exported the Maruti 800, Alto and Zen to various parts of the world including Europe, one of the world's most mature auto markets. A true red-letter day for the Indian auto industry.

In fact, our dreams were not just ours. When we grew, so did the Indian auto-component industry. So did hundreds of small and large businesses associated with us as we expanded our network. We also ushered in an open work culture, progressive concepts like Kaizen, 5S and

3G, and Japanese participative management.

Successive governments have even acknowledged us for our contribution to manufacturing and the exchequer, and as a beacon of successful Public-Private partnership.

Dreaming beyond cars.

We even dream for a better tomorrow. We manage a children's park where the new generation can explore the boundaries of their imagination.

We invest in the IDTR (Institute of Driving Training and Research) in New Delhi, that is working towards improving road safety in India. We have also started setting up Driving Training Schools in various parts of India.

We have introduced new service businesses like Insurance, Finance, Pre-owned Cars, Accessories and Lease and Fleet Management which have already become successes.

5 million dreams.

It's been a pretty long drive. That has seen us clock 5 million cars in 23 years.

A dream for any car company. But we've made it possible. A testimony of the trust that India has in us.

And we've only just begun.



“I dream,
therefore I exist.”

J August Strindberg, Sweden
Dramatist, novelist, poet

A d r e a m t e a m.

How do we go about fulfilling our dreams?

We found the answer in an equally passionate dreamer, Suzuki Motor Corporation.

In 1982, we got together and started Maruti Udyog Limited. And have progressed to become SMC's largest and most efficient overseas operation.

MUL has a vision for India. SMC shares it, and is giving it a global platform.

All these years, SMC has given MUL systems, processes and the latest technologies. And upgraded our trade practices and manufacturing processes with its global experience and learnings.

It has also secured partnerships between Indian entrepreneurs and Japanese vendors, ensuring a smooth supply chain, while nurturing the local industry. Some of the suppliers have gone on to become global players.

Since our models had attained global levels of quality and cost, SMC leveraged its international presence and

facilitated the export of these models.

As many as 2000 employees from MUL have trained in Japan, and SMC experts are regularly updating our suppliers on practices popular in the global car industry.

Our engineers also collaborated with their counterparts in SMC for the design and development of the recently-launched Swift.

SMC has always inspired us to do more. Our engineers are now geared for the next stage - developing a new model from scratch, and becoming SMC's Asian R&D hub.



Team Swift



“It takes a lot of
courage to show your dreams
to someone else.”

Erma Bombeck, USA
Columnist

D r e a m - l i k e e x p e r i e n c e s .

Good ideas can always become better.

Similarly, consumer satisfaction can turn into delight.

Which is why we constantly rely on consumer feedback to find ways to enrich the buying experience.

After all, a car is one of the most important investments a consumer makes.

Not just a visit. An experience.

The Spirit of 'Atithi Devo Bhava' (a Sanskrit phrase which means that a guest is like God), prevails at each of our dealerships.

In fact, more than 6000 well-trained and educated sales executives are always at our consumer's service.

We have also constantly refreshed the way we sell our cars. A lot of initiatives, in terms of car display, car sales and customer service were successfully carried out, coinciding with the launch of the Swift.

Our mantra has been to redefine, service-wise as well as product-wise. By adding new products, services and value additions like finance and insurance. Making our dealerships a one-stop-shop for all auto needs.

Today, we can say with pride that we have an extensive network of 1512 state-of-the-art service stations across India, manned by sales executives ready to give our customers a dream-like experience.

Maruti Suzuki to Indians means:

Reliability: "I wanted to buy a car with my eyes closed. That's why Maruti Suzuki."

Lowest cost of ownership: "My car helps me save money, to enjoy life more."

Quality advantage: "Car problems? Now, what are those?"

Quality service across 1052 cities: "I love to travel hassle-free. So Maruti was the obvious choice."

Complete motoring experience: "My car gives me everything. For me it's always Maruti Suzuki."



Happiness all the way



No. 1 Nameplate in
Customer Satisfaction
2000
(in a tie)



No. 1 Nameplate in
Customer Satisfaction
2001



No. 1 Nameplate in
Customer Satisfaction
2002



No. 1 Nameplate in
Customer Satisfaction
2003



No. 1 Nameplate in
Customer Satisfaction
2004



No. 1 Nameplate in
Sales Satisfaction
2004

“Dream
the dreams that have
never been dreamt.”

David Bower, USA
Filmographer



Space reserved for
2005



Space reserved for
2006

D r e a m r u n .



Team Maruti Suzuki receiving the JD Power award for Customer Satisfaction

It's been 23 years.

23 years of leadership.

23 years of delighting India.

23 years of winning hearts. And accolades.

We've been rated first in the JD Power Customer Satisfaction Survey for five years in a row (2000-04), and that is a record. All this was on account of millions of satisfied consumers who visited our authorised service stations and workshops.

We also received the No.1 nameplate in the JD Power Sales Satisfaction Survey in 2004. This survey measures how satisfied a customer is with the car-buying process. We were also the No.1 in JD Power APEAL Study (Esteem and Wagon R) and No.1 in Product Quality (Esteem and Alto) in JD Power IQS 2004.

Also, Zen and Esteem went on to secure the No.1 position in the Total Customer Satisfaction Survey of TNS, 2004.

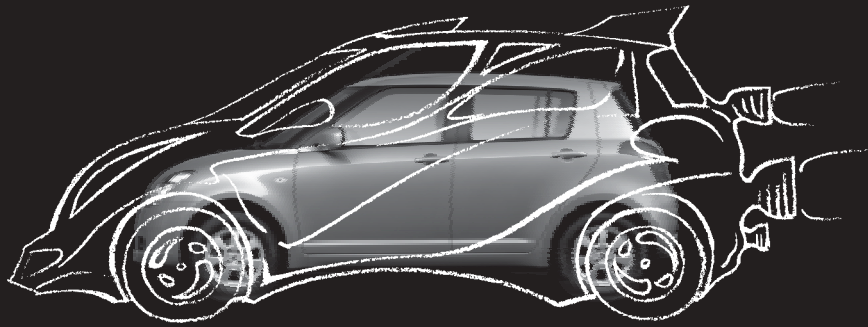
It doesn't end here.

Our peers in the corporate sector have positioned us among India's five most respected companies in the Businessworld ratings, 2004. CNBC-Autocar has voted us as the Manufacturer of the Year. And, The Hindustan Times Power Jobs awarded us with the Most Innovative Human Resource Practices. Also, investors ranked us among India's Top 10 Green Companies (Business Today ratings, 2004).

It has truly been a dream run for 23 years. And it's something we are confident of continuing in the years to come.



Team Maruti Suzuki receiving the JD Power award for Sales Satisfaction



“You see things
and say ‘Why?’
But I dream things
that never were, and
I say, ‘Why Not?’”

George Bernard Shaw, Ireland
Critic, Litterateur, Nobel Laureate

D r e a m s a h e a d .

'Why Not?'

That's what we said when we launched the Swift. And the results speak for themselves. It has been the most exciting car ever to be launched in India.

When it comes to the future of India and the Indian car industry, we say 'Why not?' again.

The Indian economy is growing healthier and the GDP growth rates are among the fastest in the world.

We are highly optimistic. We see a huge growth potential as, at present, the ratio of car penetration is only 7 cars per thousand people. Also, the government is firmly focused on rural and infrastructure development. There is an expansion in consumer finance and loans are available at lower interest rates. Plus lower tax rates and custom duties are likely to spur demand for automobiles.

We have drawn up an elaborate expansion plan for India. A new car manufacturing plant at Manesar and a new facility to manufacture diesel engines will soon be operational.

We are setting up a new facility for R&D and expanding the existing one. Also, the existing plant facilities are being upgraded to manufacture more world-class cars.

We are also working towards bringing state-of-the-art safety features within reach of the common consumer. All this brings with it many more

jobs and better incomes for thousands of Indians. It also means that very soon our dream will become a reality. The dream of a car in every Indian home.

