

**11 12**  
ANNUAL  
REPORT



# India loves Maruti Suzuki

**MARUTI**  **SUZUKI**

**Way of Life!**

MARUTI SUZUKI INDIA LIMITED



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# Customers relate to a company in multiple ways.

**They expect the company to serve them with care, offer products that give them best value and fulfill their desires, including unstated ones...**

...when a company is able to do this over time, through repeated interactions, a relationship is born. In the three decades we have been in existence, the passenger car landscape has changed considerably.

Today, our relationships with our customers go beyond just transactions. The millions of families we have connected with offer their trust and faith to us. This trust and faith is contingent upon us continuing to deliver better service, superior products and unmatched value. It also has an element of the unconditional – a near total acceptance and trust in what we do. Their relationship with Maruti Suzuki, we like to think, has evolved to love.

It is because of this love that they have rated Maruti Suzuki alone as first in customer satisfaction for 12 years in a row.

That they have placed orders for our new models in large numbers, often before they have learnt of the price.

That they have waited patiently for months as we have busied ourselves in reworking capacities and processes to deliver more cars to cater to their requirements.

The high rates of repeat purchase and referrals are ways in which our customers reaffirm their faith in us. We are humbled by this affection. It keeps us grounded, and conscious of the responsibility at hand. We treasure this relationship of love. We are committed to keep the faith, and strengthen the bond.

# Company Snapshot

Maruti Suzuki is India's largest passenger vehicle company with a market share close to 40%.

Founded in 1981, with the Maruti 800 as its first product offering, the Company today offers 14 models with over 200 variants across the Industry segments like: Passenger cars, Utility vehicles and Vans. 5 plants in the Gurgaon and Manesar areas of Haryana equip Maruti Suzuki with a production capability of 1.55 million units per annum.

## Utility Vehicles



GYPSY



ERTIGA



GRAND VITARA

## Passenger Cars



ALTO



RITZ



WAGONR



SWIFT



ESTILO



KIZASHI



SX4



A-STAR



DZIRE

## Vans



OMNI



EECO

# No. 1

In the JD Power Customer Satisfaction Index for the 12th consecutive year

# 9,100

Employees

# 1.13 mn

Cars sold in FY'12

# 4 out of 5

Top selling passenger cars  
1st Alto, 2nd Swift, 3rd WagonR,  
5th DZire

## Milestones

APR'11

Maruti Suzuki wins **Business Standard Company of the Year 2011**

MAY'11

WagonR crosses **1 million** milestone

Ritz completed two successful years of its launch on May 15, 2011

JUN'11

Maruti Suzuki **ranked fourth in an Index of Thought Leaders in India** published by London-based communication agency, Globe scan

**J D Power Asia Pacific 2011 India Vehicle Dependability Study (VDS)**

Maruti Suzuki Zen Estilo and Swift DZire ranked as the most dependable cars by our customers

**Business Today Best CFO Award** to Mr. Ajay Seth, CFO, Maruti Suzuki India Limited

AUG'11

Launch of the all new Swift in Petrol and Diesel versions





NOV'11

Chairman, Mr. R. C. Bhargava conferred with **'The Order of the Rising Sun, Gold and Silver Star'**, a royal honour of Japan

#### JD Power IQS

Maruti Suzuki Estilo and Swift DZire ranked the highest in the compact and entry midsize segments, respectively

#### JD Power CSI

Maruti Suzuki wins the **JD Power Customer Satisfaction Index** for the 12th time in a row

#### JD Power APEAL Study 2011

Maruti Suzuki Alto and Estilo ranked highest in the compact segment, in a tie, with a score of 844 each. The Swift DZire, with a score of 842, receives an award in the entry midsize car segment for the fourth consecutive year

DEC'11

#### Awards for Maruti Suzuki Swift

##### CNBC TV 18 Overdrive Award

Car of the Year 2012

##### NDTV CNB Awards 2012

Premium Hatchback of the Year

##### BBC India Top Gear Awards

2011 – Small Car of the Year

**ICOTY 2012** – Indian Car of the Year 2012 Award (the only car in India to receive this coveted title twice)

##### Bloomberg UTVi

Compact Car of the Year

##### Hatchback 2011

Golden Steering Wheel Awards 2012 (Auto Bild India and Carwale)

JAN'12

#### Maruti Suzuki launches new revamped A-star

FEB'12

#### Maruti Suzuki unveils the new Swift DZire

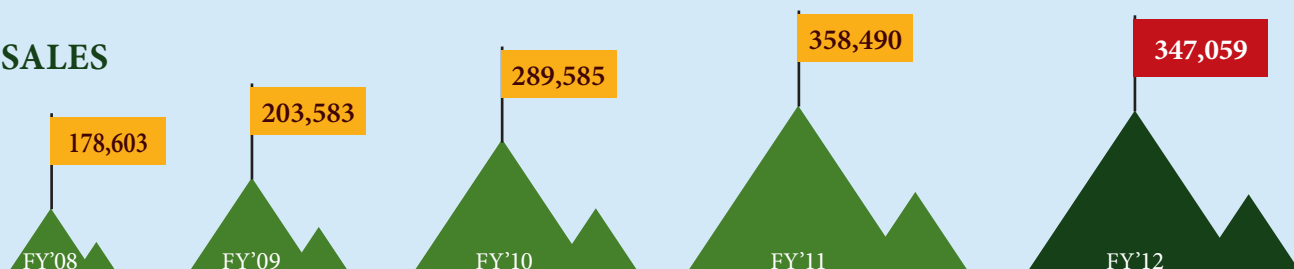
Maruti Suzuki wins the **Businessworld International Business Awards 2012** (Exports Auto and Engineering Category)

MAR'12

Maruti Suzuki New Swift is the **Business Standard Motoring Car of the Year 2012**

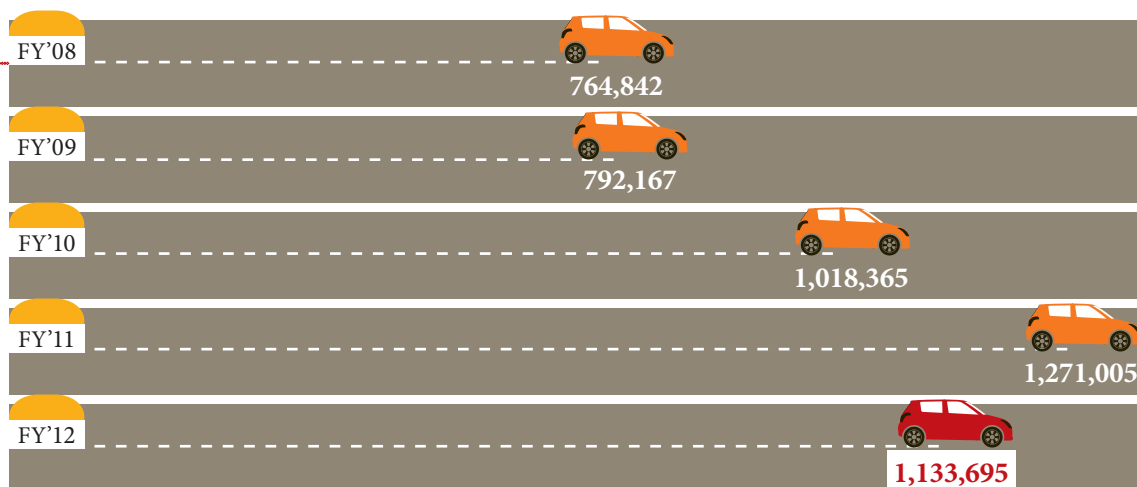
# Business Highlights

## NET SALES ₹ MN



## UNIT SALES (DOMESTIC + EXPORTS)

**1,133,695**  
Total Unit Sales  
in FY'12

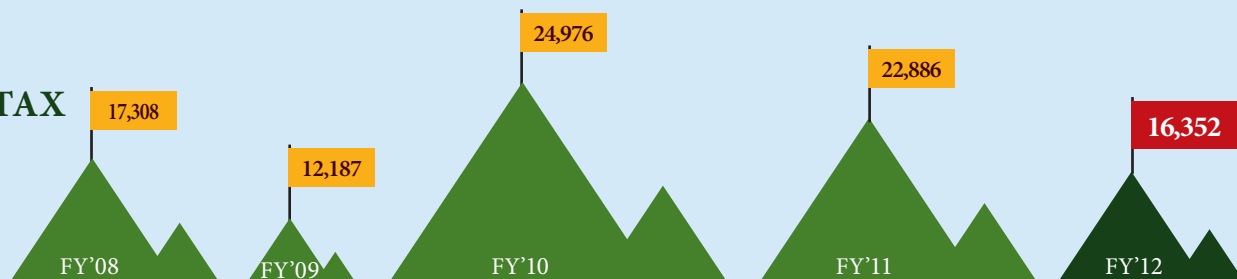


## NETWORTH ₹ MN





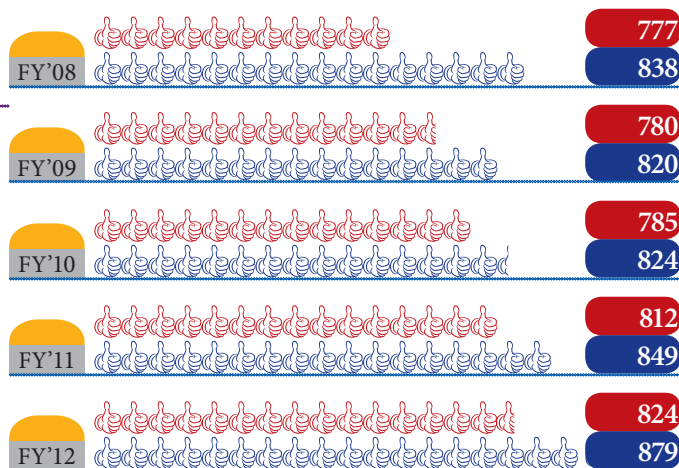
## PROFIT AFTER TAX ₹ MN



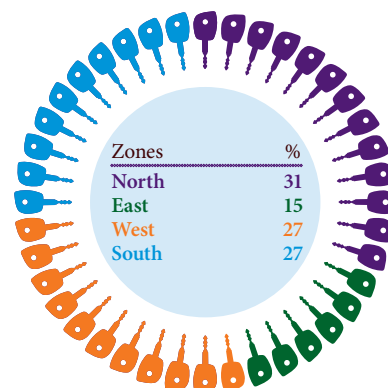
## CUSTOMER SATISFACTION INDEX

# 879

Score in the JD  
Power Customer  
Satisfaction  
Index (against  
Industry Average  
of 824) in FY'12

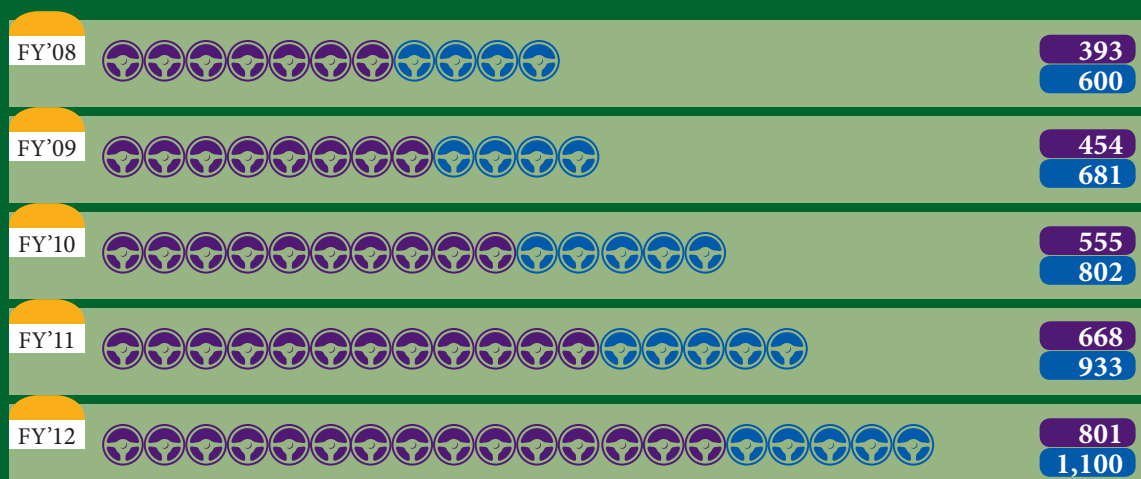


## ZONAL DISTRIBUTION OF SALES (DOMESTIC)



## NETWORK PRESENCE

Presence across  
801 cities with  
1,100 outlets



Cities  
Sales Outlets



# Keeping young India on the move

**Alto, the largest selling car in India  
is now the world's highest selling compact car.**