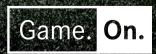
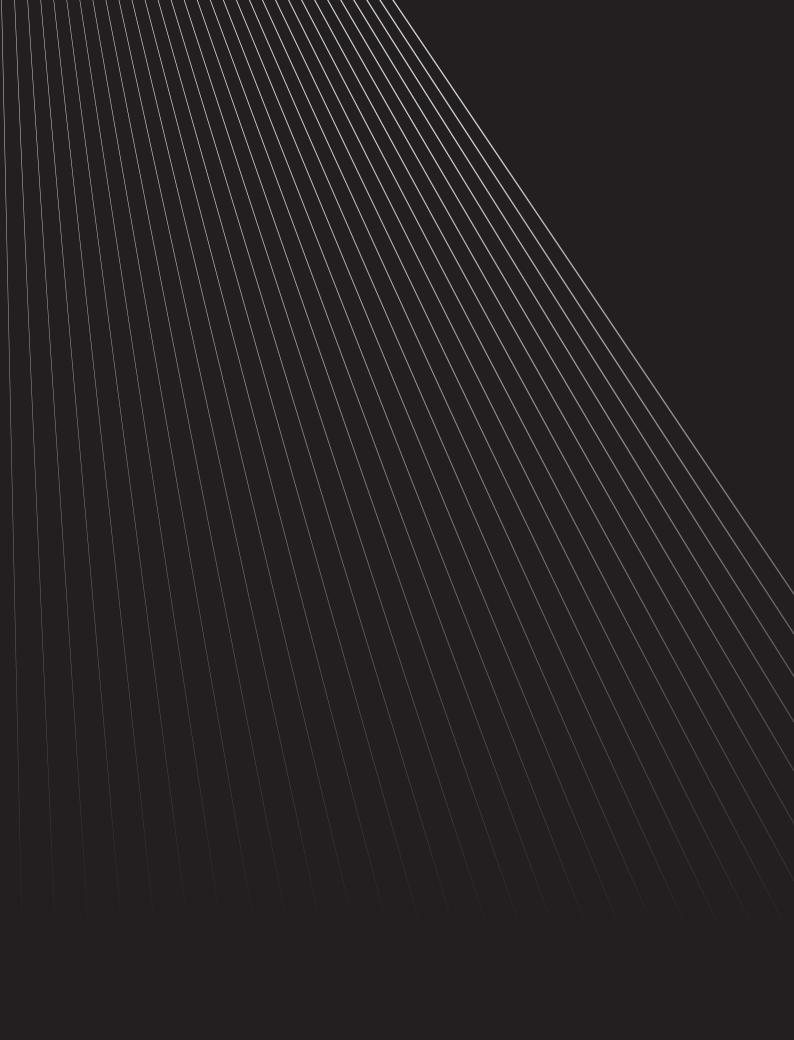
### MARUTI 🏠 💲 SUZUKI

Way of Life!



BREZZA

Annual Report | Sustainability Report 2015-16



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Two years ago, we had committed ourselves to Maruti Suzuki 2.0. The essence of Maruti Suzuki 2.0 • for three decades, it is time to review and in leadership we would build on our positive values and practices, longer serve us in the future. In the spirit of kaizen, next milestone of 2 mill:

Ionger serve us in the future. In the spirit of vacuations next milestone of 2 million annual sales in 2020. The early results of Maruti Suzuki 2.0 were visible in automotive retail paradigm in India. Our new models in terms of design, technology and features. Innovations around drive technology, like rolling infotainment features and embedding smart ideas ame. Almost across the range, we have made our

fame.

The speed of change has gathered pace. There is a new energy in whatever we do. And with that drive, a the same time making attempts to reach out and onthuse new ones to experience the ownership of a new and bold Maruti Suzuki. All this and out and maintain our lead in sales, service, revenues and pofitability. This is but the first step to Mission 2020. We are footing. Game on, should we

One



## What does it take to win?



# Aim. High.

It all begins with this: first the ambition to scale a peak, and having achieved it, seeking out a higher one. This never comes easy. Aiming high has always meant overcoming exhaustion, pain, fear and the comfort of past achievements.

The first time Maruti Suzuki sold over 1 million vehicles in a year was in 2009-10. We have been moving up ever since. Now, we aim for 2 million vehicles in a year. Even as we do that, we are fully aware that this is not just about adding another million. We seek to enter a new realm, with a completely different context and fresh challenges of scale and complexity. We are game for it.

Million Sales <



# Stay. Focused.

#### Chance plays little or no role in success.

To win, it is important to focus. To see the aim magnified 10x. To see more details and know everything about whatever matters. This explains our persistent efforts on customer research, going great lengths to understand, obtain customer insights and the finer nuances of the market, conducting in-depth product clinics to hear directly from those who want to own a car and equally from those who live and drive our cars.

Not surprisingly, Maruti Suzuki enjoys a market share of 46.8% in the buzzing Indian passenger vehicle market.

