

Exploring Africa from India



1st May 2018

SUZUKI MOTOR CORPORATION

Make in India



Way of Life!

April 2018

Suzuki started export of models produced in a Gujarat plant in India

- Model: New Swift
- First destination: South Africa

<Overview of Suzuki Motor Gujarat>

- Location: Hansalpur, Gujarat
- Plant site area: 2.6 million m²
- Start of production: February 2017
- Production capacity: 250,000 per annum (Plant No. 1)



Suzuki Motor Corporation



Way of Life!

1) History

1920 Incorporated as Suzuki

Loom Manufacturing Co.

1952 First Motorcycle produced

1955 First Car produced

1965 First Outboard motor produced

2) Capital*: Yen 138,014 million

3) No. of employees*: 62,992 (consolidated) *as of March 31, 2017

4) Main Products: Automobiles, Motorcycles, Outboard motors



35 Years of Collaboration India/Japan



Way of Life!

- 1982 Suzuki and Government of Indian signed a Joint Venture Agreement
- 1983 Start of production of Suzuki cars in Gurgaon
- 2006 Start of production at new production facilities in Manesar
- 2007 Company name change to “Maruti Suzuki India Limited”
- 2011 10 million units accumulated production
- 2017 Start of production at Suzuki’s Gujarat plant in India



1983 First MARUTI 800



2015 Ground Breaking Ceremony of Suzuki Motor Gujarat



2016 Launch of BALENO in Japan

Sales of India-made models in Africa



Way of Life!

Production	Model	2017-18 FY Sales	2016-17 FY Sales	YOY
India	Swift	5,174	3,197	162%
	Celerio	1,735	772	225%
	Ignis	1,673	0	-
	Alto	1,557	2,168	72%
	Baleno	1,425	421	338%
	Ciaz	1,119	920	122%
	Others	1,496	1,418	106%
	Total		14,179	8,896



Exploring Africa from India



Way of Life!

<Current Activities>

- Vehicle Export
- Supporting Suzuki distributors
- Building strong network for sales and aftersales
- Sales training
- Service training

<Future Activities>

- Increasing mechanics
- Local production
- Introduction of Hybrid Models



Thank you for your attention