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3rd September 2025

Vice President
National Stock Exchange of India Limited
"Exchange Plaza", Bandra- Kurla Complex
Bandra (E),
Mumbai – 400051

General Manager
Department of Corporate Services
BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street, Mumbai- 400001

Subject: Press Release

Dear Sir(s),

Please find enclosed herewith as Annexure – “A”, a copy of the press release being issued today.

Kindly take the same on record.

Thanking you,

Yours truly,

For **Maruti Suzuki India Limited**

Sanjeev Grover
Executive Officer & Company Secretary

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Press Release

Maruti Suzuki launches the All-New VICTORIS, the SUV that's "Got It All"

Intelligent Tech | Indulgent Comfort & Convenience | All-Round Safety | Futuristic & Sleek Design | Versatile Powertrains

- All-New Maruti Suzuki VICTORIS equipped with new-age features to offer a **"Got it All" experience** with –
 - 'Theatre on Wheels' effect **8-speaker Premium Sound Experience – Infinity^{6#} by Harman** integrated with **Dolby Atmos^{7#} 5.1 Surround Sound**,
 - **25.65cm (10.1") SmartPlay Pro X** touchscreen infotainment system **featuring in-built apps** from App Store with **OTA updates**, **Alexa Auto Voice AI^{5#}** with 35+ features,
 - **Smart Powered Tailgate with Gesture Control**,
 - **64-colour customisable Ambient Lighting**,
 - **1st in-segment Underbody CNG fuel tank** design for S-CNG Technology with uncompromised boot space.
- All-Round Safety with **Level 2 ADAS**, **6 Airbags**, **high-definition 360 view camera** with 11 views and more.
- Next-Gen **Suzuki Connect Telematics** with **eCall** and **60+ features**.
- Versatile powertrain options - **Strong Hybrid with EV mode**, **ALLGRIP Select (4x4)**, **1.5 litre K15C petrol engine with Smart Hybrid**.
- Modern, Sleek and Progressive SUV with a **wraparound design language**, **crafted interiors** and **"Got it All" features for young Indians**.



L to R: Mr. Hisashi Takeuchi, Managing Director & CEO, and Mr. Partho Banerjee, Senior Executive Officer, Marketing & Sales, Maruti Suzuki India Limited at the launch of the All-New VICTORIS, the SUV that's "Got It All".

New Delhi, 03 September, 2025: Redefining the Indian SUV segment Maruti Suzuki India Limited (MSIL), today, launched its latest SUV, the VICTORIS. Engineered to set new benchmarks, the VICTORIS seamlessly blends hyper-connected technology, all-round safety, futuristic and sleek design, and thrilling performance to deliver an SUV that has 'Got It All'. Available in petrol with Strong Hybrid, ALLGRIP Select (4x4), eco-friendly S-CNG technology with segment-first underbody tank design, the VICTORIS offers a wide range of powertrain systems to suit today's dynamic youth. Starting today customers can book their All-New VICTORIS for ₹ 11 000.

Introducing the VICTORIS, **Mr. Hisashi Takeuchi, Managing Director & CEO, Maruti Suzuki India Limited**, said, "The new-age Indian customer is well-travelled, hyper-connected, socially aware, technologically progressive and environmentally responsible. To meet the aspirations of such customers, our new SUV the VICTORIS has "Got It All". VICTORIS is a Latin word that means 'victory'. We are confident the VICTORIS with its high technology, sleek design,

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intelligent and connected features, 5-star level safety and multiple environment friendly powertrains will win hearts in India. With VICTORIS we are strengthening our SUV portfolio and our overall market share."

Commenting on the launch, **Mr. Partho Banerjee, Senior Executive Officer, Marketing & Sales, Maruti Suzuki India Limited**, said, "At Maruti Suzuki, we are always listening to our customers. Today's young, and dynamic audience consider an automobile as a reflection of who they are – energetic, composed, confident, and always moving forward. We gave this brief to our design and engineering teams for the All-New 'VICTORIS'. SUVs may be the most loved segment today, but the SUV buyer has evolved. This new generation of young customers are ambitious, hyperconnected and value experiential living. The All-New VICTORIS is our answer to that shift - a progressive blend of tech, design and versatility. It is engineered with true SUV DNA and sets a new benchmark for what today's automobiles can feel like. With the VICTORIS, we're not just launching another SUV, we're celebrating a new dimension to driving - one that's 'Got It All'."

Booking options for customers:

The All-New VICTORIS can be booked with an initial payment of ₹ 11 000.

- By logging on to - <https://www.marutisuzuki.com/arena/Victoris>
- Or by visiting your nearest Maruti Suzuki ARENA showroom

The All-New VICTORIS embodies following key attributes:

Intelligent Tech that puts you at the centre of the driving experience



10.25 inch fully digital instrument cluster



10.1 inch SmartPlay Pro X infotainment system



8-speaker Premium Sound Experience – Infinity by Harman integrated with Dolby Atmos 5.1 Surround Sound

With cutting-edge digital integration, VICTORIS becomes an extension of the 'Always Online, Always On The Move Lifestyle'. The sophisticated interiors of the VICTORIS feature a suite of intelligent technologies, developed for a connected and immersive experience.

- Built for digital natives who shape their world through creativity, connectivity, and self-expression, VICTORIS offers a **new 26.03cm (10.25") inch fully digital instrument cluster with multiple display modes**.
- Vibrant **25.65cm (10.1") touchscreen SmartPlay Pro X** infotainment system with wireless Apple CarPlay® and Android Auto™^{4#} has **integrated app store having 35+ apps, Alexa Auto Voice AI^{5#} built-in** and OTA updates, ensuring a truly connected in-cabin experience.
- Segment-First **8-speaker Premium Sound Experience – Infinity^{6#} by Harman** integrated with **Dolby Atmos^{7#} 5.1 Surround Sound**. The VICTORIS's premium sound system with **4 Speakers, 2 Tweeters, a centre speaker, sub-woofer, and 8-channel in-built amplifier** creates a 'Theatre on Wheels' effect for occupants.
- The inviting cabin of the VICTORIS features a Segment-First **64-colour customisable backlit ambient mood lighting system** that can evoke a vibe to match every mood.
- Next-Gen **Suzuki Connect** with over 60+ connected features, including E-Call, maintenance notification, parking brake status, **Suzuki Navigation with 'Send Trip To Car'** feature further elevate the intelligent cabin experience.

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- The centre console features a sleek design with the **Climate Control AC display integrated into the SmartPlay Pro X infotainment** touchscreen.
- **PM2.5 filter** with AQI display and auto purify mode

Plush Comfort for indulgence, reimagined



8-way electrically adjustable driver seat



Smart powered tailgate with gesture control

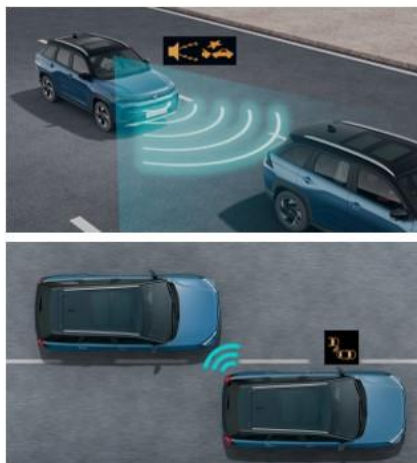


Ventilated front seats

The VICTORIS offers reimagined comfort by blending **convenience, personalisation, and intuitive design** into everyday driving for today's boldly expressive youth with:

- **Hands-free Smart Powered Tailgate With Gesture Control** with multiple activation modes, such as kick gesture, key FOB switch, dashboard switch, exterior tailgate switch, and closing assist. It is optimised for customer safety providing **anti-pinch technology**.
- **8-way powered driver's seat**
- **Ventilated front seats** to ensure uncompromised comfort for front seat occupants.
- **Wireless smartphone charger** with active cooling fan and multiple USB Type C fast charging ports

All-Round Safety with Level-2 ADAS and exhaustive range of safety features



Advanced Level 2 ADAS system offers 10+ intelligent driver-assist features

Engineered for superior safety, the VICTORIS integrates a comprehensive suite of modern active safety technologies that include:

- **Advanced Level 2 ADAS system offers 10+ intelligent driver-assist features** for enhanced on-road awareness and a relaxed driving experience.
- **Automatic Emergency Brake, Adaptive Cruise Control with Curve Speed Reduction, Lane Keep Assist, High Beam Assist, Rear Cross traffic Alert, Blind Spot Monitor with Lane Change Alert**, etc., offer assured safety on every drive.
- **6 airbags available as standard** across all variants of the VICTORIS "Got It All" SUV.
- **All-Wheel Disc Brakes, Tyre Pressure Monitoring System (TPMS), Auto 360 view camera activation with front parking sensors, rear parking sensors, electronic parking brake^{1#} with brake hold**, bolsters a confident driving experience.

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6 airbags as standard

Underscoring MSIL's commitment to offer enhanced safety for customers across all passenger vehicle segments, the Maruti Suzuki VICTORIS is equipped with the ARENA Safety Shield. Consisting of an array of standard safety features, the ARENA Safety Shield includes 6 airbags, Electronic Stability Program^{2#}(ESP®), Anti-lock Braking System (ABS) with Electronic Brakeforce Distribution (EBD), Hill Hold Control, Reverse Parking Sensors, 3-Point seat belts and seat belt reminder, along with 3 years or 1 00 000 km warranty^{3#} for added peace of mind.

Futuristic and Sleek Design



Designed to the rhythm of a high-paced, style-forward, global way of living - the VICTORIS is crafted for the young and the dynamic who live in the moment. It reflects their enterprising spirit with a futuristic design and a style that's confidently original with:

- A **chiselled and sharp profile** combined with a **distinctive wraparound design** that lends the VICTORIS a striking performance-inspired character.
- The VICTORIS's **progressive and modern front-end styling** is complemented by the **LED Projector Headlamps with LED DRLs**.
- **The rear cabin design seamlessly flows into the Connected LED Tail Lamps**, forging VICTORIS' athletic stance.
- A **contemporary 3-layer dashboard** enhanced by its wide and spacious layout, crafted with a modern and opulent design.
- **Black and ivory dual tone interiors** with a soft touch instrument panel makes every journey feel special.
- **Textured seat upholstery and elegant piano black accents** add to the premium in-cabin experience, offering a balance of sophistication and style.
- **Aero cut alloy wheels** lend a stylish edge to the sleek look of the VICTORIS.
- A **panoramic sunroof with large opening area and double slide mechanism** lends to the sense of airiness inside the spacious cabin.

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Versatile Powertrains that empower you on every path you choose



S-CNG with a new underbody tank design



Strong Hybrid powertrain with EV mode



ALLGRIP Select with Multi-Terrain Mode Selector

Celebrating the unique needs of the new age customer, the All-New VICTORIS is a multi-product offering with a wide range of powertrain, and transmission choices for customers. The VICTORIS offers compelling power, efficiency, and versatility through its diverse range of drivetrain systems:

- The **VICTORIS S-CNG** features a factory-fitted setup with a **Segment-First underbody fuel tank design** to offer uncompromised boot space. The high-tech dual-interdependent ECUs ensure seamless performance and incredible fuel-efficiency.
- **1.5L Strong Hybrid powertrain with EV mode**, the VICTORIS offers new-age agile performance, **paired with an e-CVT transmission**, the choice of **multiple drive modes (Eco, Power and Normal)** the VICTORIS promises a swift, smooth and enhanced driving experience.
- **ALLGRIP Select 4x4** system paired with a **6-speed automatic transmission** and **paddle shifters**. Empowering confident performance across challenging terrains, VICTORIS ALLGRIP Select is also equipped with **Multi-Terrain Mode Selector** with **Auto, Snow, Sport, and Lock** drive modes and **Hill Descent Control** for adventurous getaways.

Technical Specifications				
Overall Length (mm)	4360	Engine Specifications	K-Series 1.5L Dual Jet Dual VVT Engine	Strong Hybrid
Overall Height (mm) (unladen)	1655	Displacement	1462cc	1490cc
Overall Width (mm)	1795	Max Power	75.8kW (103.06PS) @ 6000rpm	68kW (92.45PS) @5500 rpm
Wheelbase (mm)	2600	Max Torque	139Nm @ 4300rpm	122Nm @ 3800-4800 rpm
Tyre Size	215/60 R17	Fuel Efficiency	21.18 km/l (MT)* 21.06 km/l (AT) * 19.07 km/l (ALLGRIP AT) * 27.02 km/kg (MT S-CNG) *	28.65(eCVT) *
		Fuel Tank Capacity	Petrol - 45 L	
			CNG - 55 L	
				Suspension

Available in **10 (3 dual tone and 7 monotone) colour options**, the VICTORIS introduces two new colour options - **Mystic Green and Eternal Blue**.

Click [here](#) for high resolution images of the All-New VICTORIS, the SUV that has 'Got it All'.

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Exclusive Accessory Collection

Enabling individual styles and preferences, the All-New VICTORIS is available with a choice of tailor-made accessories, enabling customers to personalise their VICTORIS to reflect their tastes with the Raffiné Package available across ARENA showrooms.

Raffiné Package



The Raffiné Package builds on the contemporary flair and unmistakable style of the VICTORIS with stylish and tasteful dark chrome accessories which garnish the front grille, body side moulding, door visors, back door garnish, wheel arch garnish, etc.; while magma grey and copper garnish is adorned on the front, side and rear skid plates. An interior styling kit with elegance dawn wood finish, dual silver liner finish seat covers, designer floor mats and illuminated sill guard complete the interior enhancements for the Raffiné Package.

Explore the full range of accessories for the All-New VICTORIS with one-click convenience on the Maruti Suzuki Genuine Accessories website - <https://www.marutisuzuki.com/genuine-accessories>

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^{1#}Electronic parking brake is available in 6AT models only

^{2#}Electronic Stability Program (ESP®) is the registered trademark of Mercedes-Benz Group AG

^{3#}3 Years or 100 000 km whichever earlier

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*Fuel-efficiency as certified by test agency under Rule 115 of Central Motor Vehicles Rules, 1989.

Images used are for illustration purposes only. The accessories and features mentioned may be applicable for specific models/variants only. Colours may vary from actual body colour due to printing on paper.