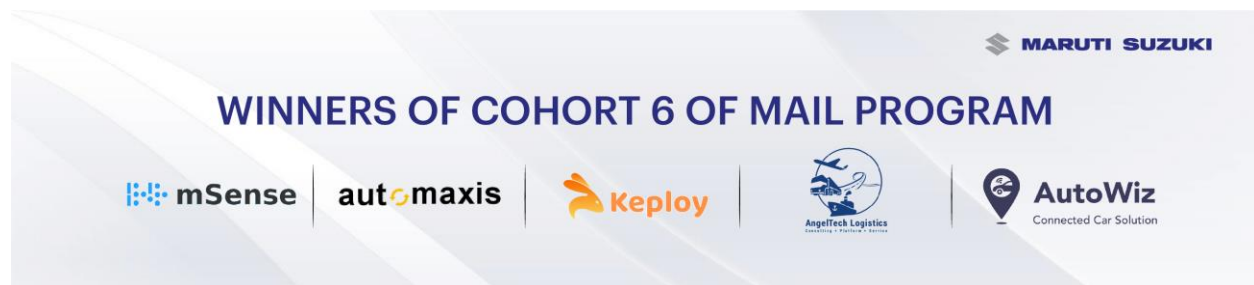


Maruti Suzuki announces five winners of Cohort 6 of MAIL program

*Of the five winners, company to start Proof-of-Concept with 3 new startups
To co-create solutions in areas of production, quality, and logistics*

Taking ahead its initiative to co-create industry-relevant solutions, Maruti Suzuki India Limited (Maruti Suzuki) announced the five winners of Cohort 6 of its Mobility & Automobile Innovation Lab (MAIL) program. Of the five winners, top 3 startups- mSense, automaxis and Keploy will undertake a paid Proof-of-Concept (PoC) with Maruti Suzuki. The PoC will help assess the feasibility of the solutions in real-world conditions.



MAIL is an initiative by Maruti Suzuki to identify and bring together startups with innovative and cutting-edge solutions, to collaborate for open innovation in mobility and automobile space. The solutions range across business domains such as Engineering, Information Technology, Logistics, Marketing & Sales, Production, Service, Spare Parts and Supply Chain. These fields provide vast test beds to the startups to enhance and improvise their solutions, while simultaneously adding immense business value to Maruti Suzuki's operations.

Mr. Hisashi Takeuchi, Managing Director & CEO, Maruti Suzuki India Limited said, *“Aligning with the Government’s Startup India initiative, Maruti Suzuki is making efforts and contributing in nurturing the start-up culture in the country through its MAIL program. Since the initiation of the MAIL program in 2019, we have worked with various startups to co-create innovative business solutions in mobility and automobile space. In the latest round (Cohort 6) of this program, the startups demonstrated interesting and innovative technology solutions in areas like Artificial Intelligence and Data Analytics. We are excited to further explore the power of technology.”*

Applications open for Cohort 8

Maruti Suzuki now invites applications for Cohort 8 of MAIL program. Startups offering solutions in digital, technology, mobility and automobile space are welcome to apply to the program.

MAIL offers extensive mentorship and handholding to startups through various programs. Additionally, the team thoroughly validates their solutions, builds from concept stage to pilot stage, and extends support in Going-to-Market together. The program is also backed by Maruti Suzuki Innovation Fund which provides startups an opportunity to secure strategic investment and funding.

As in the past, the shortlisted startups get an opportunity to work with Maruti Suzuki to turn their innovative ideas into practical and disruptive solutions, while showcasing their entrepreneurial capabilities. The startups are guided and mentored by industry experts from the domestic as well as international startup ecosystem. Select startups get an opportunity to undertake a paid Proof-of-Concept (PoC) with Maruti Suzuki.

Interested startups across India can apply for the program by visiting the MAIL website: www.marutisuzukimail.com.