

No disruption in ops due to crisis: Maruti

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Maruti Suzuki India (MSIL) said on Thursday its operations are unaffected by the global rare earth magnet shortage, but added that the situation is “uncertain and evolving”.

The firm said it is exploring multiple solutions to maintain continuity in operations and will notify stakeholders in case of material impact.

The clarification comes amid a *Reuters* report earlier this week stating that the country’s largest carmaker has slashed production estimates for its upcoming electric SUV, the e-Vitara, by nearly two-thirds due to rare earth supply constraints.

According to the report, MSIL has revised its production target for the e-Vitara from 26,000 units to just 8,200 units for the first half of FY26.

The report, citing internal documents, attributed the change to “supply constraints” of critical rare earth elements, particularly magnets used in electric powertrains. Despite the scale back, MSIL reportedly aims to meet its full-year target of 67,000 units by ramping up production in the second half of FY26.

“There is a lot of uncertainty and the situation is continuously evolving. We are monitoring the situation and pursuing multiple solutions to ensure continuity in our operations. If and when there is any material impact to our business, we will inform all stakeholders,” a spokesperson said.

