

# Maruti Suzuki cuts prices of cars by up to 24%

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The country's largest passenger vehicles (PVs) maker Maruti Suzuki India (MSIL) on Thursday said it will reduce the prices of all its products, over and above the GST reduction, starting from September 22 till December 31.

In entry-level cars, the company has reduced the price of S-Presso by ₹1.19 lakh and the Alto K10 by ₹99,600. For Celerio, the price has been reduced by ₹94,100, WagonR by up to ₹79,600 and Ignis by up to ₹71,300, MSIL said.

On entry segment vehicles + such as S-Presso, the reduction beyond GST is in the + range of 12.6 per cent to 24 per cent; for Alto K10, it is in the range of 10.6 per cent to 20 per cent; and for Celerio,

## New rates

Price change effective September 22, 2025

Model	Variant	Ex-showroom price (delhi - in ₹)		
		Current	Revised	Change
Alto K10	Maruti Alto K10 Std 1L 5MT	423,000	369,900	-53,100
	Maruti Alto K10 Lxi 1L 5MT	499,500	399,900	-99,600
S-Presso	Maruti S-presso Std 1L ISS 5MT	426,500	349,900	-76,600
	Maruti S-presso Lxi 1L ISS 5MT	499,500	379,900	-119,600
Celerio	Maruti Celerio Lxi 1L ISS 5MT	564,000	469,900	-94,100
	Maruti Celerio Vxi 1L ISS 5MT	599,500	515,900	-83,600
Wagon-R	Maruti Wagon R Lxi 1L ISS 5MT	578,500	498,900	-79,600
	Maruti Wagon Lxi Cng 1L 5MT	668,500	588,900	-79,600
Dzire	Maruti Dzire Zxi+ 1.2L ISS 5MT	969,000	886,300	-82,700
	Maruti Dzire Zxi+ 1.2L ISS AGS	1,019,000	931,300	-87,700
Swift	Maruti Suzuki Swift Lxi 1.2L 5MT	649,000	578,900	-70,100
	Maruti Suzuki Swift Zxi 1.2L AGS	879,500	797,900	-81,600
Fronx	Fronx Sigma Petrol	758,500	684,900	-73,600
	Fronx Alpha Automatic DITC Petrol	1,310,500	1,197,900	-112,600

the range is 8.6 to 17 per cent.

## HATCHBACK PRICE

For its most popular compact car WagonR, MSIL has reduced the prices by 8.7 to 14 per cent.

The price of premium hatchback Swift is reduced

by up to ₹81,600; Baleno by up to ₹86,100; Tour S by up to ₹67,200; Dzire by up to ₹87,700; Fronx by up to ₹1,12,600; Brezza by up to ₹1,12,700; Grand Vitara by up to ₹1.07 lakh; Jimny by up to ₹51,900; Ertiga by up to ₹46,400 and XL6 by up to ₹52,000, the company added.

**"As car penetration in India is low, at 34 per 1,000 people, it makes it all the more compelling... We are taking this initiative to put India on wheels," says auto firm**

"This is a double bonanza for festive season to accelerate motorisation in the country, in regards to the entry-level small cars, but for other vehicles across categories, the company has also reduced the prices beyond GST rate cut," Partho Banerjee, Senior Executive Officer - Sales and Marketing, MSIL, told reporters.

"Maruti Suzuki, being the market leader thought that it is time now to come with some offerings that would upgrade the two-wheeler customers to four-wheeler... There can't be any better time than to really go for the motorisation in the Indian market. And, as the car penetration in India is so low, at 34 per 1,000 people, it makes it all the more compelling... we are taking this initiative to put India on wheels," Banerjee said.

## PAST CHALLENGES

Earlier, there were three challenges: high car prices due to implementation of emission and other regulatory norms; due to high prices, down payments increased which was a challenge for affordability; alongside, high EMIs were another hurdle for such customers, he added.