

Suzuki to invest ₹70,000 cr in India over next 6 years

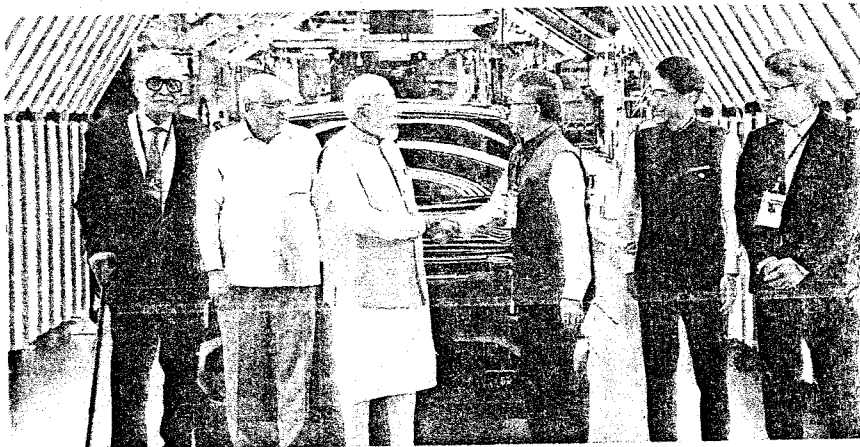
EV PUSH. PM hails firm as Make in India brand ambassador; flags off first e-Vitara model

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Hansalpur, Gujarat

Suzuki Motor Corporation on Tuesday said it will invest ₹70,000 crore in India for the next six years, which will include ₹3,200 crore in setting up a dedicated line for manufacturing EVs at the company's sprawling car manufacturing complex at Hansalpur, located about 90 km from Ahmedabad.

The new dedicated line for EVs, with a capacity of 2.5 lakh cars per annum, will increase the cumulative car production capacity of Suzuki Motor Gujarat Private Ltd (SMG) — a 100 per cent subsidiary of Suzuki Motor Corporation — at Hansalpur to 10 lakh units per annum. This new production line will also make the Gujarat facility a global production hub for the e-Vitara model. Prime Minister Narendra Modi on Tuesday flagged off the newly produced Battery Electric Vehicle (BEV) from the Suzuki facility, which currently produces Baleno, Fronx and Swift cars on three existing production lines.

"This Gujarat facility, serving customers across India and global markets will shortly become one of the world's largest automobile manufacturing hubs, with a planned capacity of one million units. Further, we chose this facility to manufacture the e-Vitara, our first BEV and make it a global production hub for this model. We will export this "Made-in-India BEV" to over 100 countries, including Japan and Europe," said Toshihiro Suzuki, Representative Director & President, Suzuki Motor Corporation, while



CHARTING FUTURE COURSE. PM Narendra Modi greets President & Representative Director of Suzuki Motor Corp, Toshihiro Suzuki, during the flagging off ceremony of e-Vitara from the Hansalpur facility in Gujarat. Also seen are Gujarat CM Bhupendra Patel and other officials

speaking at an event held at the company's facility at Hansalpur.

E-VITARA EXPORTS

The e-Vitara, flagged off by PM Modi, was manufactured on the third production line at the plant, officials said. "We have so far invested ₹21,000 crore in our car plant (at Hansalpur) and we are planning to invest an additional ₹3,200 crore in setting up the fourth line," Rahul Bharti, Senior Executive Officer, Maruti Suzuki, later told mediapersons.

The first production line at the manufacturing facility was inaugurated in 2017, while the second and third lines were inaugurated in 2019 and 2021, respectively.

"We have a business plan to export to more than 100 countries. We will provide as per the demand in these countries. The new line — the fourth line of the plant — has a capacity to manufacture 2.5 lakh cars annually," he said, adding that the e-Vitara will be launched in the

Indian market during the current financial year.

Maruti Suzuki began exporting vehicles from India in 1986.

The first large consignment of 500 cars was shipped to Hungary in September 1987.

EXPORT MILESTONE

The company reached the one millionth milestone in vehicle exports in FY13, followed by the next million in less than 9 years, in FY21. Company officials stated that investments worth ₹35,000 crore have flowed into the region in Gujarat through Suzuki Motors' car production ecosystem. This includes 100 component manufacturers.

PLANT EXPANSION

A second project featured at the event on Tuesday was the ₹4,200 crore Lithium-ion battery and cell manufacturing project, TDSG, located in proximity to the Maruti Suzuki plant.

Talking about the joint-

venture project, Toshihiro Suzuki said during the event, "Our second major milestone is the start of production of India's first Lithium-ion battery and cell with electrode-level localisation, used in our hybrid vehicles. These are being manufactured at the Toshiba-Denso-Suzuki plant here. With only raw material and some semiconductor parts coming from Japan, this is a big salute to *Atmanirbhar Bharat*. We will use a multi-power-train strategy, including electric, strong hybrid, ethanol flex fuel, and compressed biogas, to achieve carbon neutrality and climate goals. Suzuki will invest over ₹70,000 crore in India, over the next 5 to 6 years."

Speaking at the event, Prime Minister Modi said companies like Maruti Suzuki have become brand ambassadors of Make in India. For the past four consecutive years, Maruti has been Bharat's largest car exporter. From today, EV exports will also begin on the same scale.