

# Suzuki Motor to launch 8 SUVs in India in 5-6 years: President

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Suzuki Motor Corporation (SMC) on Wednesday said it will launch 8 new sports utility vehicles (SUVs) in India over the next five-six years to have a total products line-up of 28 models.

Speaking at a media roundtable during the Japan Mobility Show 2025 in Tokyo, Toshihiro Suzuki, President, SMC, noted that Maruti Suzuki India (MSIL) will target a market share of

50 per cent by FY31 and achieving it will be the toughest in the next five years compared to its 40-plus years of operations in India. The company's market share in India has been dwindling since last few years due to competition from other mass market players such as Hyundai Motor India, Tata Motors, Mahindra & Mahindra, and even some European carmakers.

MSIL had a market share of around 52 per cent in the Indian passenger vehicles market in 2021, which de-

clined to 43.80 per cent in 2022 and further to 40 per cent right now.

Suzuki said the company has a strategy that spans over the next five years till FY31. It broadly involves an investment of ₹1.2 trillion (about ₹70,000 crore) towards additional capacity and to reach a market share of 50 per cent.

## **EIGHT NEW SUVs**

MSIL hopes to achieve this with the launch of eight new SUVs. "From entry level cars for the first time buyers to large SUVs and MPVs (multi-purpose vehicle) for higher



Toshihiro Suzuki, President  
Suzuki Motor Corporation

income customers, we will work on a variety of products to reach the next billion people," said Suzuki.

Besides the domestic mar-

ket, Maruti Suzuki also aims to enhance its exports from India. With the exports of the e-Vitara SUV, the company expects to reach an export volume of 4 -lakh units this fiscal from 3.3 lakh units in FY25.

"Owing to start of shipments to Europe and Japan, we expect this number to reach 400,000 units this fiscal," Suzuki said, adding that with the passage of India-EU FTA, India could also emerge as an export hub for European nations. With global mobility landscape rapidly transitioning to-

wards environmentally friendly vehicles, SMC has a strong vision on carbon neutrality. Within the purview of regulatory requirements and carbon neutrality goals of each country SMC operates in, it aims to bring appropriate carbon neutral technologies. The company considers that having only BEVs (battery electric vehicles) alone might not be practical and so has adopted a 'multi-pathway' strategy.

The writers are in Tokyo at the invitation of Maruti Suzuki and Honda Cars India, respectively