

Suzuki Signs Agreements with Two Indian Institutes of Management **- Research in Business Diversification and New Business Development in India -**



(Indian Institute of Management, Ahmedabad)



(Indian Institute of Management, Kozhikode)

In order to further develop its Indian business, Suzuki Motor Corporation (Suzuki) has signed agreements with the Indian Institute of Management, Ahmedabad (hereinafter referred to as IIMA) and Kozhikode (hereinafter referred to as IIMK), respectively.

Since starting its operations in India in 1982, Suzuki has locally produced compact cars needed by Indian customers and progressed in line with the economic development. We believe that flexible business activities are needed in the recent years where we are globally facing urgent issues of environmental initiatives including carbon neutrality. Suzuki has signed agreements with the two Indian business schools to conduct research on such issues.

IIMA was established in 1961 and is India's premier management school with a global reputation for excellence and leadership in business management research and education. IIMA and Suzuki will collaborate to conduct research on strategic business diversification, business portfolio restructuring, and new market entry strategies.

IIMK was founded in Kerala in 1996 and has strengths in corporate culture research and striving for global excellence in the field of higher education. IIMK and Suzuki will analyze Suzuki's 40-year history in India, clarify its strengths, and study the future direction of Suzuki's business in the country, from a long-term perspective.

Since establishment of IIT Hyderabad (hereinafter referred to as IITH) in 2008, Suzuki has been conducting exchange of technical personnel with IITH. In addition to relationship with IITH, we will also deepen exchanges with faculties and students of IIMA and IIMK.

Kinji Saito, Director and Senior Managing Officer of Suzuki, who attended the ceremony, said, “This year marks the 40th year anniversary of Suzuki's operations in India. By concluding this agreement, we hope to utilize each other's assets and contribute to the growth of everyone involved and the economic development of India.”

Suzuki will continue to strive to be a company that is needed by society, supporting the mobility of people around the world.