

Product Recap – 3 Pillars of New redi-GO

50+ KEY
FEATURES

Progressive & Sporty Exterior



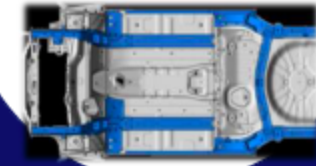
- Wider solid stance
 - Bolder Front Fascia with New Bumper
 - New Front grill with Chrome frame
 - Sleek Headlamp
-
- 14" wheels with dual tone wheel covers
 - LED Day Time Running Lamps
 - LED Fog Lamps
 - Signature LED Rear Lamp
-
- 6 Colors (2 New; Blue & Brown)
 - Signature emblem on Fender
 - New Body colored ORVM

Premium Interior



- Premium Gun Metal Brushed Interior Decoration with Two Tone IP
 - High quality Interior quality
 - New 3D Embossed Upholstery
 - Door Trim with fabric
-
- 8" Display Audio with AM/ FM/ AUX/ USB/ Radio/Bluetooth/CP & AA / VR
 - Internal Adjustable door Mirrors
 - Grand center console
 - Shift AMT with Manual Modes
-
- Blue Illumination & sporty meter graphics
 - Chrome AC dials
 - Rear Door trim with 1 Liter bottle holder

Segment Leading Safety



- Strong Crash resistant Body structure
 - Frontal offset impact compliant
 - Side impact compliant
 - Pedestrian protection compliant
-
- Driver and Co-driver Airbags
 - 3 Point Front seat belt with Pretensioner & Load limiter
 - Rear View Camera with display
 - Rear Seat belt with Retractive function
-
- 187mm Ground Clearance
 - High Approach and departure angles
 - Intermittent wipers

New redi-GO vs Alto/S-Presso

More Options

Feature Rich

Higher Value



New redi-GO Advantage

A
3,58,000

- All New Bold Stance
- Premium Interior
- Safer Body Structure
- Higher GC & Rr Knee Room
- 14" Wheel
- More Power & Torque
- Digital tachometer
- Dual tone IP finish
- Accessory Socket
- Front/Rear Bottle holder

T
3,80,000

- All New Bold Stance
- Premium Interior
- Safer Body Structure
- Higher GC & Rr Knee Room
- 14" Wheel
- More Power & Torque
- Fabric Door rest
- Front/Rear Bottle holder

T (O)
4,16,000

- All New Bold Stance
- Premium Gun metal Interior
- Safer Body Structure
- Higher GC & Rr Knee Room
- 14" Wheel w/ 2 tone cover
- 8.0 touchscreen Smartphone connectivity
- Signature LED Rear Lamp
- Rear View Camera
- L Shape LED DRLs
- LED Fog Lamp
- More Power & Torque
- Dual tone Seat fabric

1.0L T (O) MT/AMT
4,44,000/4,77,000

- All New Bold stance
- Premium Gun Metal Interior
- Higher GC & Rr Knee Room
- 8.0 touchscreen Smartphone/VR
- Dual tone Interior
- Signature LED Rear Lamp
- L shape LED Fog Lamps
- Rear View Camera
- L Shape LED DRL
- Dual tone interior & IP
- Fabric door inserts
- Higher Torque & FE
- Dual tone Seat fabric



Alto/S-Presso Advantage

Alto LXI
3,52,900

- Power window front
- Seat belt Pretensioner
- Cup holder

Alto VXI
3,76,100

- Passenger Airbag
- Power window front
- Seat belt Pretensioner
- Parcel tray
- Cup holder

Alto VXI
3,76,100

- 2 Din Audio/FM/MP3/USB
- Parcel tray
- Cup holder

S-Presso VXI+/AMT
4,56,000/4,99,000

- 7.0 touchscreen AC/AP/VR
- Steering mounted control
- Speed sensing door lock
- Gear shift Indicator
- Mobile docking station

Price + Feature Advantage (Appx)

10,000

5,000

12,000

33,000 / 41,000

New redi-GO vs Kwid

Lower Price Points

More Features

Higher Value



New redi-GO Advantage

A
3,58,000

- All New Bold Stance
Premium Interior
Higher GC & Rr Knee Room
- Power Steering
 - Intermittent Wiper
 - Trip Meter
 - Accessory socket

T
3,80,000

- All New Bold Stance
Premium Interior
Higher GC & Rr Knee Room
- 2 Din Audio
 - Dual tone Interior
 - Intermittent Wiper
 - Rear Bottle holder
 - Fabric door inserts

T (O)
4,16,000

- All New Bold Stance
Premium Gun metal Interior
Higher GC & Rr Knee Room
- Passenger Air bag
 - LED Fog Lamps
 - Fabric door inserts
 - Body color ORVM
 - Dual tone interior
 - Internal Adjustable ORVM
 - Rear Bottle holder

T (O) 1.0L/AMT
4,44,000/4,77,000

- All New Bold stance
Premium Gun Metal Interior
Higher GC & Rr Knee Room
- LED Fog Lamps
 - Chrome AC dials & Vent
 - Fabric door inserts
 - Dual tone Interior
 - Internal Adjustable ORVM



Kwid Advantage

RXE
3,62,290

- DRL
- Rear comb LED lamps
- Seat belt Pretensioner
- Gear shift Indicator

RXL
3,92,290

- Power Windows
- DRL
- Single Din Audio
- Rear comb LED lamps
- Gear shift Indicator
- Dual tone Seat fabric

RXT
4,22,990

- Steering leather wrapped
- Parcel tray
- Gear shift Indicator
- Lane change indicator
- Fast charging USB port

RXT (O) 1.0L/AMT
4,49,990/4,79,990

- Rear power window
- Steering leather wrapped
- Parcel tray
- Gear shift Indicator
- Lane change indicator
- Fast charging USB port
- Accessory Socket

Price + Feature Advantage (Appx)

5,000

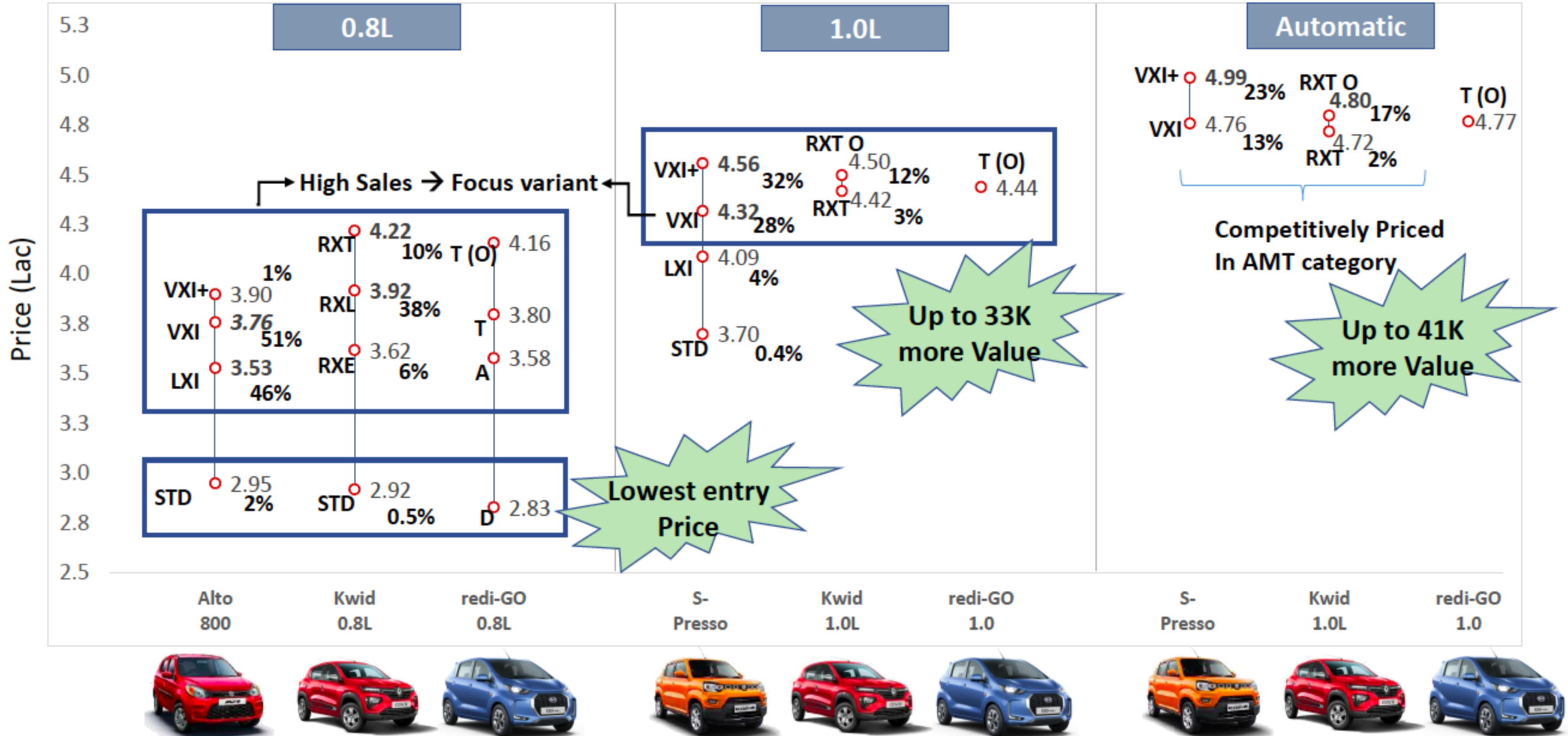
8,000

18,000

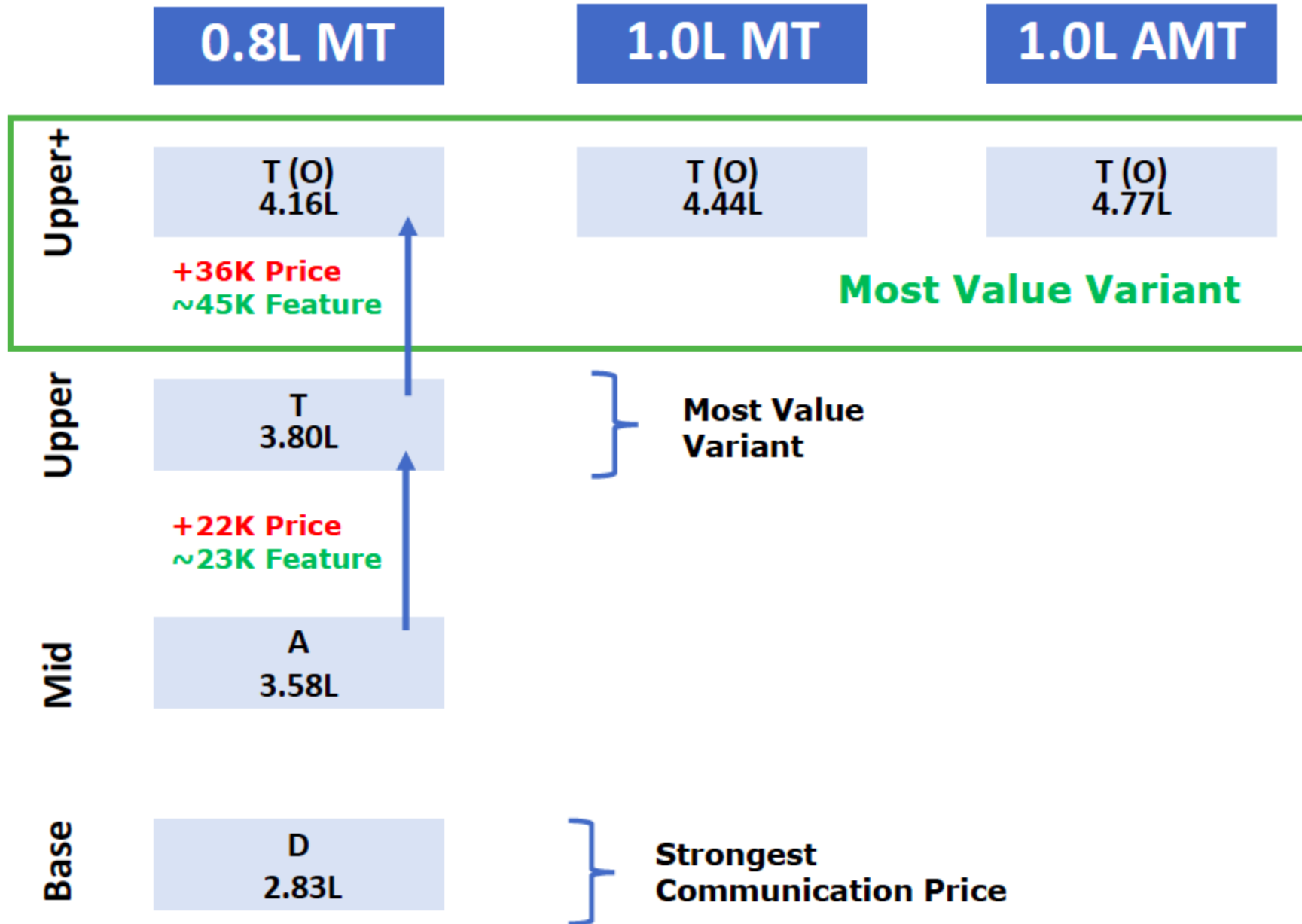
9,000 / 9,000

New redi-GO Competition Position

MOST Value model in the Segment



New redi-GO Pricing



MOST Value model in the Segment

- 8.0 touchscreen with FM/ AUX/ USB/ Radio/ Bluetooth/ Music Streaming/ CP & AA/ VR
- Passenger Air Bag
- L Shape LED DRL
- Rear View Camera Display w/ Projection guide
- Front LED Fog Lamp
- Front Door Trim with Fabric
- Power window Front
- Rear LED Signature Lamp
- Dual tone Seat fabric
- 2 tone wheel cover

- 2 Din Audio with FM/ AUX / USB/ Bluetooth/ Radio
- Remote Locking
- Central Locking
- 14" Wheel with Monotone full Wheel Cover
- Premium Cluster finish