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Maruti Suzuki Launches Ritz



Maruti Suzuki has launched its latest small car [Ritz](#) in both petrol and diesel variants, offered at an introductory price of Rs 3.90-4.99 lakh. The [Ritz](#) has been developed on the existing Swift's platform and common usage of the platform helped the company to offer Ritz at a lower price.

"Ritz is our parent Suzuki's fifth global model and it will be the first Bharat Stage-IV emission norms compliant Indian car. We have launched it at the beginning of the fiscal and we hope it will bring excitement in the market," Maruti Suzuki India Managing Director and CEO Shinzo Nakanishi said. "Also higher level of localisation helped us in reducing the cost. Ritz has 85 per cent of localisation in components," Nakanishi added.

The petrol version of Ritz would be available in three variants in the price range of Rs 3.90 lakh to Rs 4.80 lakh, while the diesel engine car would be available in two variants between Rs 4.65 lakh and Rs 4.99 lakh.

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