

Pak Suzuki raises car prices by Rs10,000–25,000

Pak Suzuki Motor Company (PSMC) has raised its car prices (excluding Liana) by Rs10,000-25,000 in response to rising cost pressures amid appreciation of foreign currencies against the Pak Rupee. US\$ and Japanese yen have appreciated by 3.4% and 8.3% respectively, since July 01, 2009. This raise in car prices will be effective from January 01, 2010 and is expected to have an annualized positive impact of Rs4.9 per share, keeping all else constant. Currently, we have a 'Hold' stance on the scrip.

Table: Revised Pricelist (Rs)

Car	Model	Old	New *	Δ in price
Mehran	VX	404,000	419,000	15,000
	VXR	454,000	470,000	16,000
	VX CNG	455,000	464,000	9,000
	VXR CNG	504,000	514,000	10,000
Cultus	VXR	765,000	790,000	25,000
	VXR CNG	805,000	830,000	25,000
	VXL	825,000	850,000	25,000
	VXL CNG	872,000	897,000	25,000
Alto	VXR	598,000	613,000	15,000
	VXR CNG	647,000	662,000	15,000
Ravi	VX	429,000	439,000	10,000
	CNG	479,000	489,000	10,000
Bolan	VX	487,000	497,000	10,000
	VXR	539,000	557,000	18,000
	VX CNG	547,000	549,000	2,000
	VXR CNG	599,000	609,000	10,000

Source: Pak Suzuki, * w.e.f. Jan 1, 2010

Rs.5,000 will be charged additionally for metallic colour

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