

**Way of Life!**

# **Maruti Genuine Accessories Bulletin**

**MGA Bulletin no. 27/14**

**Dated: 7<sup>th</sup> Jun 14**

**Subject: Child Seat at revised MRP under Maruti Genuine Accessories.**

This is to bring to your kind notice that MSIL has revised the MRP of Child seat under MGA.

**MGA Child seats are available in two options:**

- I. KA 240 - For babies upto 13 Kg of Weight
- II. KA 500 - For babies upto 28 Kg of Weight

Each option is available in different colors suited for baby boy as well as baby girl.

**Product Information:**

**Child Seat KA240**



**Available in two colour options:**

- 1. Part No. 990J0M83KB6-020  
Part Description- Child Seat KA 240, Blue
- 2. Part No. 990J0M83KB6-040  
Part Description- Child Seat KA 240, Pink

**Features of KA240:**

- Fully tested and approved as per International Standards ECE44.04
- 3 point Harness system
- 2 positions of belt adjustments to child's height
- Adjustable 4 position handle

- Soft Inner sheet for head and hips for warmness
- Removable Canopy protects from sunshine
- Easy to carry along with a cradle like base

### **Child Seat KA500**



### **Available in Three colour options**

3. Part No. 990J0M83KB6-030  
Part Description- Child Seat KA 500, Pink/Black
4. Part No. 990J0M83KB6-050  
Part Description- Child Seat KA 500, Blue/Black
5. Part No. 990J0M83KB6-060  
Part Description- Child Seat KA 500, Blue/LT Blue

### **Features of KA500:**

- Fully tested and approved as per International Standards ECE44.04
- 5 point Harness system
- 3 positions of belt adjustments to child's height
- Side impact protection systems
- 3 reclining positions of backrest
- Can be used in 3 modes - Baby mode, Child mode and junior mode

**Product Details:**

Part No	Part Description	Existing MRP	Revised MRP	Margin Category	Sale Unit
990J0M83KB6-020	Child Seat KA240 Blue	3990	2490	A	1
990J0M83KB6-040	Child Seat KA240 Pink	3990	2490	A	1
990J0M83KB6-030	Child Seat KA500 Pink/Blue	8990	5990	A	1
990J0M83KB6-050	Child Seat KA500 Blue/Black	8990	5990	A	1
990J0M83KB6-060	Child Seat KA500 Blue/LT	8990	5990	A	1

Introductory dispatches at new prices are being made for awareness and display. We are confident that this revision in the product price will help in improving MGA sales.

Rohit Sehgal  
Asst General Manager (Accessories)

To - All Dealers CEO/Dealer GM Sales/ Accessories Manager  
CC – All CBH/ ZSH/RM/RSM/RPM