



ASHOK LEYLAND

Aapki Jeet. Hamari Jeet.



HINDUJA GROUP



Founded in 1948 as
Ashok Motors and became
Ashok Leyland in 1955





Principal stakeholder since 1987



HINDUJA GROUP

Automotive



Oil and specialty
chemicals



Banking
and finance



Information
technology



Power



Cyber
security



Media



Real
estate



Healthcare



Project
development



Trading

BUSINESS VERTICALS



**Investments in Europe since 1970s,
with widespread interests in India**

**Active in over 100 countries,
5 continents**

150,000 + employees





Hinduja Group

Guiding Principles



“My Dharma is to
work so I can give”

Shri. Parmanand Deepchand Hinduja

Founder, Hinduja Group. 1900-1971

- ▶ Work to Give
- ▶ Word is a Bond
- ▶ Act Local. Think Global.
- ▶ Partnership for Growth
- ▶ Advance Fearlessly



ASHOK LEYLAND

Aapki Jeet. Hamari Jeet.

**Moving people and goods for over
seven decades**



**World's largest supplier of
defence logistics vehicles.**

**3rd largest manufacturer
of buses in the World.**

**14th largest manufacturer
of trucks globally.**

OUR VISION

**To be a
Top 10
Global CV Player**

creating reliable and differentiated
products and solutions,
while delivering outstanding
stakeholder value



Brand Positioning

Ashok Leyland is an **International Mobility Company** that designs, builds and markets commercial vehicles and after market solutions, combining **a passion for engineering** with **integrity** in its products and practices.

It is driven by the belief that **its greatest success lies in the success of its stakeholders.**



Mission

Enriching lives through mobility

- Empowering our people through a culture of joy, appreciation and mutual respect
- Increasing the profitability of our partners
- Instilling pride in the communities we serve





Values

- Passion
- Partnership for Growth
- Uncompromising Integrity
- Thoughtful Innovation



Our proposition is delivered through our operating principles



Performance

Speed

Innovation

Customer-focus

Quality

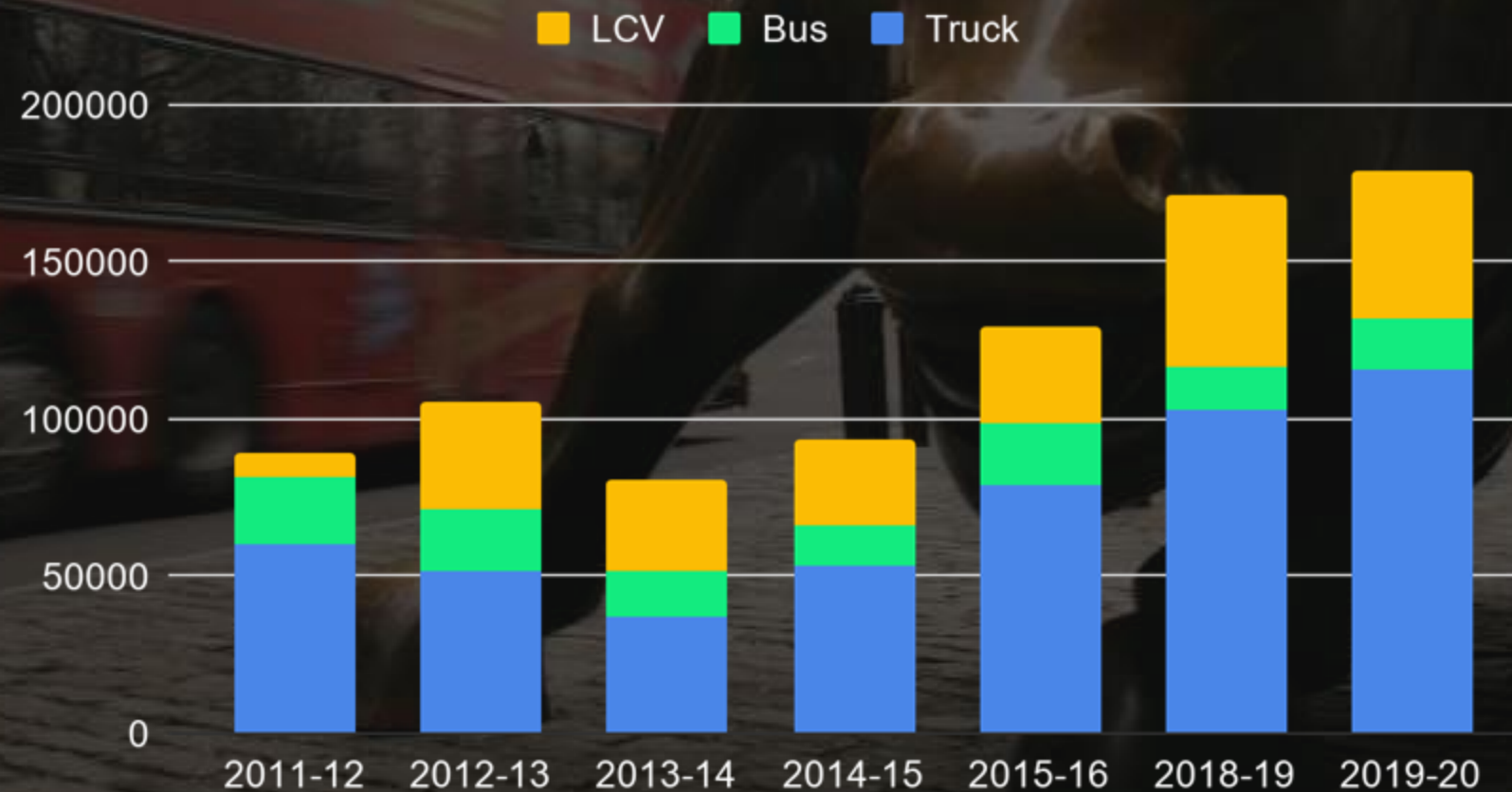
REVENUE OF \$2.3 BILLION



GETTY IMAGES/SPENCER PLATT

Listed in Bombay Stock Exchange, National Stock Exchange and London Stock Exchange

No. of vehicles sold





A HISTORY OF INDUSTRY FIRSTS

1967



Double decker buses

1976



Front door, front engine bus

1978



Rear engine bus

1980



13 tonne truck

1982



Vestibule bus

1997



CNG bus

2008



Low floor bus

2012



Single step bus



A HISTORY OF INDUSTRY FIRSTS



2012
37 Tonne
Haulage Truck



2015
Zero Emission
Electric Bus



2016
Euro 6 Compliant
Truck



2016
Electric Bus



2016
Roll Over Compliant
School Bus



2020
AVTR - Modular
Truck Platform



2019
iGen6 Launch



2018
Battery Swap Technology
in the EV Segment



2017
iEGR Launch



First truck and bus company outside of Japan to win the Deming prize for Pantnagar and Hosur II units





Installed worldwide
capacity of 1,70,000
vehicles annually





Manufacturing facilities in India

Pantnagar

Alwar

Bhandara

Hosur

Ennore



International Facilities

Bangladesh Plant

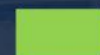
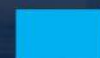


Ras Al Khaimah (UAE) Plant





5 targeted International clusters

-  Domestic Market
-  International Presence



SAARC



GCC



CIS



AFRICA



ASEAN



IN OUR 5TH PHASE OF EVOLUTION



FIRST PHASE

1967 - 1986

Ownership and technology support by British Leyland



SECOND PHASE

1987 - 2005

Hinduja Group + Iveco acquired Ashok Leyland



THIRD PHASE

2006 - 2013

- Exit Iveco
- Diversification



FOURTH PHASE

2014 – 2018

- New Engine and Cab range
- Market share growth



FIFTH PHASE

2019 onwards

- Global Future-ready Platforms
- Portfolio of Businesses



OUR FUTURE READY TRUCK & BUS PLATFORMS



Portfolio of future ready truck platforms

2.55T to 55T GVW



DOST

- Launched Sep'11
- 2.5T to 2.8T GVW



DOST PLUS

- Launched Sep'20
- 2.99T to 3.49T GVW



PARTNER

- Launched Jan'14
- 6.2T to 7.49T GVW



BOSS

- Launched Sep'13
- 11T to 14T GVW



AVTR

- Launched June'20
- 18.5T to 55T GVW



ASHOK LEYLAND

AVTR

INDIA'S FIRST MODULAR TRUCK PLATFORM



- Customize your truck based on load, terrain, and application requirements
 - Ranges from 18.5- 55 tons
- Multiple aggregate options on a single platform



Bus platforms: 19 to 80 seater



MiTR

- Since Jan 2014
- 19 to 32 seater
- Modern, safe and comfortable school and staff buses



SUNSHINE

- Since July 2016
- 31 to 49 seater
- Frontal protection, rollover compliant and anti-bacterial interiors



OYSTER

- Since July 2019
- 28 to 70 seater
- Rollover compliant and new A.C. range



CNG

- 36 to 58 seater
- Special arrangements for differently able
- Electronic CNG cut-off switch



METROCITY

- Urban transit midibus developed by Optare



METRODECKER

- Monocoque double-decker developed by Optare



VERSA EV

- Electric vehicle developed on Optare Versa platform
- **SMMT 2012** Award for Automotive Innovation



Electric vehicles: Developing a robust product portfolio



19 to 32 seater



Battery: Swap and Fast charging



FDSS and rollover compliant



Ashok Leyland EV buses



MTC Chennai circuit "F"- 9M



Fast charging depot



Large fleet of circuit F- 9M

- **Circuit 'S' and 'F' buses** on Ahmedabad roads: More than 1 Million e-Kms clocked successfully
- **Chennai MTC:** Completed more than 1 Lakh Kms of e-bus trials
- **FAME-2:** Concluded order for deploying e-buses in Patna. Execution in progress

LIGHT COMMERCIAL VEHICLES RANGE



Taking goods to the last mile

2.5T to 7.49T GVW





LCV BADA DOST

Next Generation, future ready, Light commercial vehicle



Home grown in India for the world

Ready for the Global Market with both Left-hand and Right-hand drive configurations



OUR FUTURE READY COMPLETE RANGE OF DEFENCE VEHICLE PLATFORMS





LOGISTICS | HIGH MOBILITY





ARMoured VEHICLES | LIGHT TACTICAL VEHICLES





Engines: From 45HP to 450HP



P15:

- 1.5 litres
- 45- 80 HP
- 105-190 Nm
- Euro 3 to 6
- CNG option



ZD30:

- 3 litres
- 118-140 HP
- 320- 360 Nm
- Euro 3 to 6



H series:

- 3.8 and 5.8 litres
- 120- 250 HP
- 320- 900 Nm
- Euro 3 to 6
- CNG option



A series:

- 5.3 and 8 litres
- 190- 450 HP
- 800- 1600 Nm
- Euro 3 to 6
- CNG in plan



OUR MANUFACTURING, TESTING & RD CAPABILITIES



Growth in manufacturing capability

Modern Integrated plant of 50,000 units capacity



Pantnagar Plant

VVC R&D Centre





Substantial investments in design capabilities (R&D)

Advanced
simulation
capabilities

State-of-the-art
modeling and
CAE facilities

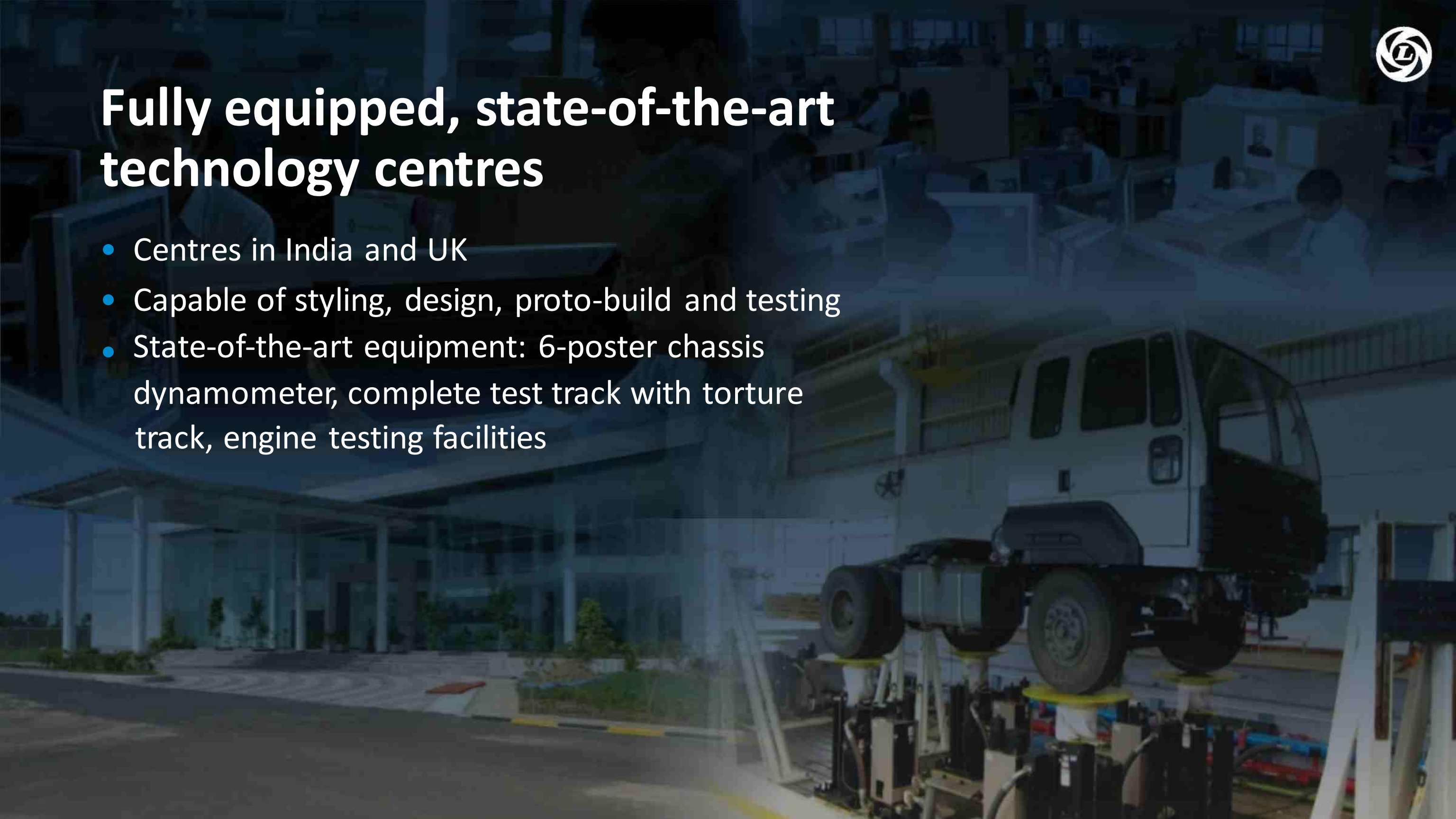
850
strong
R&D Team

Advanced
testing
facilities



Fully equipped, state-of-the-art technology centres

- Centres in India and UK
- Capable of styling, design, proto-build and testing
- State-of-the-art equipment: 6-poster chassis dynamometer, complete test track with torture track, engine testing facilities





State-of-the-art physical testing facilities



Transient cycle engine Dyno



Fully automatic Dyno controllers



Hydraulic/ Eddy Current



Articulation test tracks



High speed tracks



6 post chassis dynamometer





OUR PARTNER SUPPORT APPROACH



Standardised processes and Innovative formats for network scale-up



Dealer facility
guide



Dealership



Containerized
workshops



Low cost
showroom



Contemporary, branded outlets innovative and efficient formats



Expanded Domestic Network (7 X Growth in touchpoints)



2010

Where Customers
Buy



2015

Where Customers
Operate



2020

Wherever Customers
Are

*ALASC – AL authorised service centre ; SASSY –Service at site to satisfy you ; WOW – Workshop on wheels ; MMG – Mitr mechanic garage



Expanded international network

Dubai



Ivory Coast



Nepal



Kenya



Proven ability to support customers, and helping them establish their business model



Complete operation and maintenance of buses for several clusters of Delhi Transport Corporation and Delhi Inter Modal Transport Service

GCC :

- Emirates Transport, UAE- 230 buses, 2019
- Dubai Taxi Corporation, UAE- 100 nos., 2018
- Riyadh Metro, KSA- 100 nos., 2017
- Dubai Road Transports Authority- 94 Optare buses, 2019-20

Africa :

- Ministry of Interior, Tanzania, 777 nos., 2017
- Ministry of Education, Burkina Faso, 350 buses, 2017-18
- Ministry of Transport, Cote d'Ivoire, 832 nos., 2017-19
- Gambia Transport Service Company, Gambia, 25 buses, 2019
- Senbus Senegal, 400 buses, currently in execution

SAARC :

- Bangladesh Road Transport Corporation, Bangladesh, 500 buses, 2019
- Sri Lanka Transport Board, Sri Lanka, 325 buses, 2019
- Master General of Ordinance, Nepalese Army, 23 trucks, 2019

Backed by state-of-the-art technology, i-Alert is a pioneering product that helps you monitor vehicles round-the-clock using real time data analytics on geographical location. Unlike standard fleet management systems, i-alert provides valuable MIS on vehicle performance, predicts service requirements, helps you plan maintenance schedules for quick and efficient service at your service centers, ensures faster turnaround, and helps vehicles stay on-road longer.

Key highlights:

- Continuous exchange of information across channel, customer and company
- Vehicle prognosis to predict problems and arrive at important findings in case of a breakdown
- Dealers can offer proactive service support by tracking all Ashok Leyland vehicles
- Provides customers a live feed on performance parameters

KEY FEATURES



Truck with GPS
location & condition
monitoring



Vehicle vitals
integrated with
GPS device



Data transmission
through GSM/GPRS



Data received by
all servers



Customer fleet
manager



Access to application via
mobile app or web
interface



Real-time vehicle
analytics and condition
monitoring



Workshop service
reminders to fleet managers
and related alerts to dealers



OUR PROCESSES



Processes across the value chain





OUR NEXT WAVE OF GROWTH



Ready for the next wave of growth

- Portfolio of businesses with **less cyclicity**
- Footprint in **five targeted international clusters**
- Range of **contemporary** products (2.5T-55T GVW, 19-80 seats)
- **Globally benchmarked** business processes
- World-class manufacturing facilities, for 170000 vehicles per annum



Business portfolio with reduced cyclicity





Customer Solutions Business

Digital offerings to cover lifetime needs of product and enhance customer experience and profitability

eN-Dhan

eN-Dhan is a fuel loyalty program aimed at reducing the fuel spends of the customer and facilitates cashless transactions and better handling of operations of the fleet.



SKS is the largest Commercial Vehicle breakdown assistance program powered by ServiceMandi. It aims at providing skilled and qualified technical support at the break down site with a 4 hour TAT.



ServiceMandi, with a network of 20,000+ Technical Associates, is the largest aggregated digital service platform for Commercial Vehicles in India. It helps connect qualified and trained technical associates with fleet owners.

Market Place

Market Place is set of specialized products aimed at improving the performance, ergonomics and safety of the vehicle. Currently there are 2 products: Kavach and GreazeMaster.



Innovative HR practices



- Physical, Emotional and Social Welfare initiatives and Gender Diversity focus





Giving back to society(CSR)

The Road to School is an educational initiative that addresses some of the critical issues related to primary and upper primary education. The vision of the Road to School Program is to “Provide holistic development opportunities focused on quality and inclusion leading to education as a Social Leveler”.

Road to School is a Global Program aligned with United Nations Global Sustainable Development Goals and to the National agenda of improving quality of education, improving health, nutrition, social and civic awareness amongst underprivileged children from Government Schools.

The initiative touches the lives of 56512 children across 714 schools in 5 districts- Hosur, Chennai, Namakkal, Salem and Sankagiri.



Ashok Leyland Ventilators

COVID-19 has created unprecedented stress on the medical system. To support the frontline medical workers at the time of crisis we developed a ventilator with a compact, light weight design making it easier to handle. This product has been tested extensively and is a reliable ventilator to treat COVID-19 patients.



AL- ARAD :

Automated respiratory assist device
Enclosed in sheet metal structure at 8 kgs



Display :

Type: LCD
Size: 20 x 4
Critical parameters displayed



Electronics and Motor:

Danlaw board
NXP Pr sensor
Motor: 12V, 60 rpm
3 Nm torque



Tested at :

TUVRhineland
Bangalore
GARC - Chennai



Hospital trials:

conducted at
CMC Vellore and
TNMSC hospitals
in Chennai



People, Planet and Profit for all stakeholders
especially our customers is at the core of
Ashok Leyland which resonates with our Philosophy of

AAPKI JEET
HAMARI JEET





THANK YOU

Finale v. 6