



**ASHOK LEYLAND**

FAX TRANSMISSION

**September 29, 2011**

Madras Stock Exchange Limited, Secretary  
National Stock Exchange of India Limited,  
Manager – Listing  
Bombay Stock Exchange Limited,  
General Manager – DCS

25218206  
022-26598237/26598238  
022-22723121/ 3719

Dear Sirs,

**Clause 36 of the Listing Agreement**

Ashok Leyland has bagged an order from Government of Tanzania worth USD 36.56 mn.

We send herewith the text of the Press Release being given to the media today.

Yours faithfully,  
for ASHOK LEYLAND LIMITED

A R Chandrasekharan  
Executive Director &  
Company Secretary  
(Compliance Officer)

Encl : a/a.

**ASHOK LEYLAND LIMITED**

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**HINDUJA GROUP**



**ASHOK LEYLAND**

**Press Release**

## **Ashok Leyland bags order for 723 vehicles for Tanzania**

- **Order worth over USD 36 million**

**Chennai, September 29, 2011:** Hinduja Group flagship, Ashok Leyland, announced their entry into the Tanzanian market by bagging an order for 723 trucks, buses and special application vehicles. The order that is worth around USD 36.56 million has been received from the Government of Tanzania. These vehicles will be used for logistical purposes by the government and the Company will complete deliveries by end of the current fiscal.

Commenting on the order, Mr. Vinod K Dasari, Managing Director, Ashok Leyland, said: "This is a very significant development and very much a part of our strategy to significantly increase our global footprint, more particularly, in the robustly growing African markets. Tanzania is an important market for us and this order underscores the reliability of our products. It also highlights our ability to manufacture application based vehicles specific to the requirements of our customers. This closely follows other orders received from prominent institutional customers in West Africa."

Ashok Leyland has been aggressively expanding its network in the African market with network offices in Nigeria and Ghana in the West; Malawi and Mozambique in the South; Kenya and Tanzania in the East, apart from the offices in South Africa and Egypt. In 2010-2011, the Company's export numbers grew by 72% to touch 10,306 nos.