



ASHOK LEYLAND

May 25, 2011

Madras Stock Exchange, Secretary

25218206

National Stock Exchange of India Limited,
Manager – Listing

022-26598237/26598238

Bombay Stock Exchange Limited,
General Manager – DCS

022-22723121/ 3719

Dear Sirs,

Clause 36 of the Listing Agreement

Ashok Leyland has bagged an export order from Bangladesh Road Transport Corporation worth USD 23.3 mn., funded by the EXIM Bank under Indian Dollar Credit Line.

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

Press Release

Ashok Leyland bags order for 290 Double Deckers for Bangladesh

Order worth more than USD 23 million

Chennai, May 25, 2011: Hinduja Group flagship, Ashok Leyland has bagged an order for 290 fully-built Double Decker Buses from Bangladesh Road Transport Corporation (BRTC). Worth around USD 23.3 million, this represents the Company's largest single order for Double Decker Buses from that country.

An agreement to this effect was signed by the Chairman of BRTC and Mr. Antony Lobo, Special Director-International Operations, Ashok Leyland at Dhaka last week.

Commenting on the order, Mr Vinod K Dasari, Managing Director, Ashok Leyland, said: "Bangladesh has always remained a very important market for us. Our continued focus on this robustly growing market has helped us establish ourselves today as the second largest brand in that country's commercial vehicle market. We will continue to maintain this focus in the coming years".

In 2010-2011, saw the Company's export numbers zoom by 72% to touch 10,306 nos. in which Bangladesh had a significant contribution. Over the years, more than 9,500 vehicles (of different models) have been exported through Ashok Leyland's sole dealer of over two decades, Ifad Autos Ltd.

For further information, please contact Mr. Vinod Chacko, DGM – Corp. Communications @ 98414 16233, Devdatta Mulchandani, Clea PR @ 90030-76909