



ASHOK LEYLAND

FAX TRANSMISSION

June 6, 2012

Madras Stock Exchange Limited, Secretary

25218206

National Stock Exchange of India Limited

022-26598237/26598238

Manager – Listing

BSE Limited

022-22723121/ 3719

General Manager – DCS

Dear Sirs,

Ashok Leyland has bagged an order for 50 Vestibule buses worth USD 6 million, from the Bangladesh Road Transport Corporation (BRTC) under the Indian Line of Credit (LoC) scheme offered for the improvement of urban transportation in that country. This represents the Company's first order for such buses from an overseas market.

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 50 Vestibule Buses from Bangladesh

Order worth USD 6 million

Chennai, June 6, 2012: Hinduja Group flagship, Ashok Leyland has bagged an order for 50 Vestibule buses from the Bangladesh Road Transport Corporation (BRTC) under the Indian Line of Credit (LoC) scheme offered for the improvement of urban transportation in that country. Worth USD 6 million, this represents the Company's first order for such buses from an overseas market.

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 winning the order, Mr. Vinod K Dasari, Managing Director, Ashok Leyland, said: "This represents an important step towards achieving our Vision to be globally among the Top 10 Truck and Top 5 Bus manufacturers. We were the first to introduce Vestibule buses in India and now are excited about introducing this vehicle in Bangladesh and help take urban transportation there to a new level in partnership with BRTC with whom we share a long and mutually beneficial relationship."

Over the years, the Company has exported more than 9,500 vehicles (of different models) to Bangladesh through their sole dealer, Ifad Autos Ltd.

Last year, Ashok Leyland had bagged the single largest order for 290 Double-Decker buses worth USD 23.3 million from the country which was one of the contributory factors in boosting the Company's exports to a new high of 12,852 vehicles reflecting a growth of 25%.

For further information, please contact : Vinod Chacko, DGM – Corp. Communications @ 98414-16233