



**ASHOK LEYLAND**

**April 2, 2013**

Madras Stock Exchange, Secretary

25218206

National Stock Exchange of India Limited,  
Manager – Listing

022-26598237/26598238

BSE Limited,

022-22723121/ 3719

General Manager – DCS

Dear Sirs,

Sub : **Clause 36 of the Listing Agreement**

Dear Sirs,

Please find attached a copy of Press Release which among other things includes sales volume for March 2013.

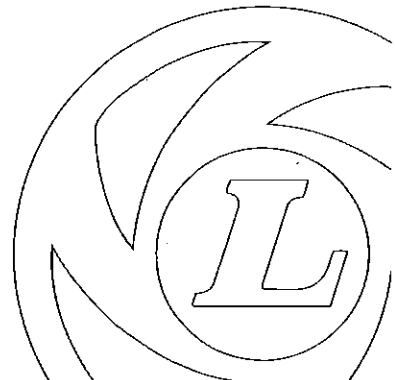
Yours faithfully,  
for ASHOK LEYLAND LIMITED,

  
S Venkatasubramanian  
Company Secretary

**ASHOK LEYLAND LIMITED**

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**HINDUJA GROUP**



# ASHOK LEYLAND

Sales figures

March 2013

		Mar'13	Mar'12	%	Apr-Mar'13	Apr-Mar'12	%
Commercial Vehicle - excl SCV (DOST)	Sales	9,695	12,055	-20	79,695	94,397	-16
SCV (DOST)	Sales	4,325	2,211	96	34,917	7,593	-
<b>TOTAL SALES</b>		<b>14,020</b>	<b>14,266</b>	<b>-2</b>	<b>114,612</b>	<b>101,990</b>	<b>12</b>





**ASHOK LEYLAND**

**Press Release**

April 2, 2013

### **Ashok Leyland gains share in a falling market**

- **M&HCV MS @ 26.5%**
- **Posts all-time high annual sales at 114,612 vehicles, up 12%**

Ashok Leyland, the Hinduja Group flagship in India, has closed the year at 70,917 vehicles (81,545 vehicles) in the domestic market with a market share of 26.5% translating into a gain of 3% in a falling M&HCV market. The Company's successful LCV – 'Dost' – contributed 34,917 vehicles (7,593 vehicles) and exports stood at 8,778 vehicles (12,852 vehicles) to push the overall sales to 114,612 vehicles (101,990) which is an all-time high.

Total sales during March 2013 was at 14,020 vehicles (14,266 vehicles). Domestic sales contributed 8,846 vehicles (10,450 vehicles); Exports stood at 849 vehicles (1,605 vehicles); DOST sales was at 4,325 vehicles (2,211 vehicles).

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



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**ASHOK LEYLAND**

**Press Release**

**Ashok Leyland 'Dost' completes one full year of operations**

- *Over 34,900 sold in just 12 States*
- *Bags export orders from SAARC markets*

**Chennai, April 2, 2013:** 'Dost', the 2.5T Light Commercial Vehicle from Ashok Leyland, the Hinduja Group flagship, completed one full year of successful operations clocking a sales volume of 34,917 numbers garnered from the 12 States it is presently sold in. Riding on this success, the Company has bagged healthy export orders for 'Dost' from the SAARC markets.

"We set out to create a vehicle to meet the requirements of an evolving LCV customer in India and we are deeply appreciative of the overwhelming customer response to 'Dost'," said **Dr. V. Sumantran, Vice Chairman, Ashok Leyland**. "'Dost' has truly re-defined the benchmark among small LCVs with its class-leading performance, superior reliability and low cost of ownership. We still have a long road in front of us but this surely is a journey that has started off well for us," he added.

A true measure of its success is the fact that Ashok Leyland 'Dost' has already emerged as the market leader with a market share of 19% (all India) in its 2-3.5T category. With the help of an entirely new dealership network equipped with modern infrastructure that is already 100 strong, the Company plans to progressively offer 'Dost' pan India as well as feed the overseas markets. At the same time, plans are afoot to enhance its LCV portfolio with the introduction of variants both in the goods and passenger segments.

'Dost', which has a payload capacity of 1.25T, is available in three versions with the top-end version featuring air-conditioning, power steering and a palette of four colours to choose from: White, Beige, Blue and Aqua Green. Ashok Leyland also offers Ready-to-Use Vehicles (RUVs) on the 'Dost' platform for various applications such as Refrigerated containers, Steel containers, Ambulance, Aluminium Fixed Side Decks and Service-At-Site vehicles.

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