



ASHOK LEYLAND

November 17, 2014

National Stock Exchange of India Limited,
Manager – Listing

cmlist@nse.co.in

BSE Limited,
General Manager – DCS

022-22723121/ 3719

Dear Sirs,

Clause 36 of the Listing Agreement

Dear Sirs,

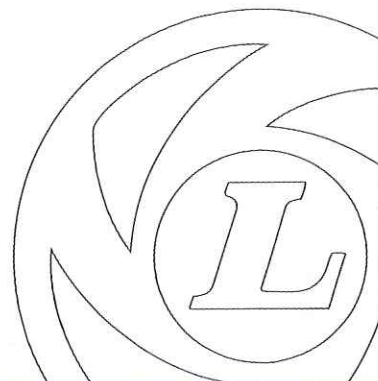
Please find attached a copy of the communication being released to the Press regarding bagging of two major projects from Africa worth USD 79.2 mn.

Yours faithfully,
for ASHOK LEYLAND LIMITED,

N Ramanathan
Company Secretary

ASHOK LEYLAND LIMITED

Registered Office: No.1, Sardar Patel Road, Guindy, Chennai 600 032, India.
t : +91.44.2220 6000 f : +91.44.2220 6001, e : reachus@ashokleyland.com,
CIN: L34101TN1948PLC000105, www.ashokleyland.com



HINDUJA GROUP



ASHOK LEYLAND

Press Release

Ashok Leyland bags major projects from Africa worth USD 79.2 mn

Chennai, November 17th, 2014: Ashok Leyland, flagship of the Hinduja Group, has bagged two **large integrated transport projects** in Tanzania and Zimbabwe, together worth **USD 79.2 mn**.

Besides the supply of Trucks, Buses, LCVs, Spares and Allied Support Services (includes training and developmental consultancy), these projects will address a **variety of mobility requirements** in various tourism and economic development programs. Exim Bank has financed these projects under their NEIA scheme, that supports project exports from India.

Mr. Vinod K. Dasari, Managing Director, Ashok Leyland said, "We have made a conscious effort to provide thrust to our international operations, and Africa is a very important part of this strategy. It is very encouraging to see our efforts bear fruit. These projects are a continuation of the many pilots we have done across Africa to offer integrated offerings and these orders have been won in the face of stiff global competition. I am confident this is the beginning of a successful new area of enhanced cooperation between Ashok Leyland, Africa and our valued customers."

For media queries, please contact:

Alok Saraogi
Vice President – Communications
Ashok Leyland
+91 8056029304

