

August 16, 2018

National Stock Exchange of India Limited
Exchange Plaza
C-1, Block G, Bandra Kurla Complex
Bandra (E), Mumbai - 400 051

BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai - 400 001

Scrip Code: ASHOKLEY

Stock Symbol: 500477

Through: NEAPS

Through: BSE Listing Centre


Dear Sirs,

Sub: Regulation 30 (Disclosure of events or information) - Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 – Press Release titled - Ashok Leyland introduces 'Innoline' - World's first BS4 Engine driven by an Inline Fuel Pump

Please find attached a copy of the communication being released to the Press relating to introduction of 'Innoline' - World's first BS4 Engine driven by an Inline Fuel Pump.

Thanking you,

Yours faithfully,
for ASHOK LEYLAND LIMITED


N Ramanathan
Company Secretary

Encl : a/a

ASHOK LEYLAND LIMITED

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**HINDUJA GROUP**

Press Release

Ashok Leyland introduces 'Innoline' - World's first BS4 Engine driven by an Inline Fuel Pump

16th August, 2018, Chennai: Ashok Leyland, flagship of the Hinduja Group, today unveiled Innoline, its latest innovation for commercial vehicles. After the stupendous success of the first mechanical pump for BS3 engines in India, and the very well received iEGR (Intelligent Exhaust Gas Recirculation) technology, Ashok Leyland has combined both these indigenous innovations to successfully introduce the inline pump for BS4 engines for the first time in India. Innoline combines the efficiency and performance of the iEGR technology with the simplicity of the renowned "sada" or 'Inline' pump. Ashok Leyland is the only OEM in the world to achieve this innovative feat, which would bring immense benefits to its customers. This technology can be upgraded and used for BS6 engines as well.

Innoline, as the name suggests, is the innovative inline pump or the upgraded "SADA" pump. This inline pump is well known in the Indian commercial vehicle industry and is preferred by the drivers and service mechanics alike. Apart from the benefits of the iEGR technology, like lower cost of operations and no hassles of AdBlue (Urea), Innoline makes the maintenance of the engine much simpler for the mechanics, and gives a hassle-free service experience to the customers. These will result in higher profits for Ashok Leyland customers, delivering on the brand promise of 'Aapki Jeet, Hamari Jeet'.

Mr. Vinod K. Dasari, Managing Director, Ashok Leyland, said, "Innovation is making things simpler and less complicated. With BS3 inline fuel pump and iEGR, this is exactly what we did – delivering several benefits to our customers like lower operating cost, lower maintenance and no hassles of AdBlue. iEGR is already a success in the Indian market, with more than 1 lakh vehicles sold last year. And now we are making it even simpler by introducing the Innoline technology for our H-series engines. This technology will have an inline pump for our BS4 engine, taking iEGR further and giving our customers an even simpler system, enabling easier maintenance and other cost efficiencies. This technology is also future-ready as this can also be upgraded to BS6 emission norms. We are proud of our innovation and of the fact that we are the only OEM in the world to have an inline pump for BS4 or Euro4 engines, that is also certified by the ARAI. This is yet another example of delivering on our brand promise of 'Aapki Jeet, Hamari Jeet' – not only our customers but also the mechanics and drivers in the ecosystem will benefit from this simple, yet effective Indian innovation."

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