

September 7, 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 inaugurates its Cutting Edge Electric Vehicle facility in Ennore on its 70th Anniversary

Please find attached a copy of the communication being released to the Press relating to the inauguration of Company's Cutting Edge Electric Vehicle facility in Ennore on its 70th Anniversary.

Thanking you,

Yours faithfully,
for ASHOK LEYLAND LIMITED


J N Ramanathan
Company Secretary

Encl : a/a

ASHOK LEYLAND LIMITED

Registered & Corporate Office: No.1, Sardar Patel Road, Guindy, Chennai - 600 032, India | T : +91 44 2220 6000 | F : +91 44 2220 6000
CIN - L34101TN1948PLC000105 | www.ashokleyland.com



Press Release

Ashok Leyland inaugurates its Cutting Edge Electric Vehicle facility in Ennore on its 70th Anniversary

Chennai, 07th September, 2018: Ashok Leyland, flagship of the Hinduja Group, today, on its 70th Anniversary, inaugurated its cutting edge electric vehicle (EV) facility in its Ennore plant. It is India's first integrated facility for design, prototyping, testing, process prototyping and solutions design. The in-house facilities include engineering, prototyping and testing for Motors, Battery Modules and Packs and a Power Electronics Lab. Keeping in mind the rapidly evolving and changing market and technology, it has been conceived as an in-house start-up facility in order to stay flexible and fast.

Sharing his views, Mr. Vinod Dasari, Managing Director - Ashok Leyland, said, "In our 70th year, we are laying the foundation for our future. The EV Centre in Ennore will give us the edge throughout the evolution of eMobility. Currently, we are the only OEM globally to offer different Energy Management strategies and an architecture which is modular. Our plan is to start working on new product platforms in EVs such as eLCV, Low Floor City Buses, Last Mile Connectivity and Power Solutions products. We have also launched a host of new Business Models including eMaaS (eMobility as a Service) and eMSol (eMobility as a Solution) which ensures that we are closer to our end customers and capture more value. The Government's eMobility vision is an opportunity for the country to save Forex and to reduce Oil dependence. For the industry and us, it is an opportunity to reduce total costs of ownership and, more importantly, be at the very cutting edge of technology for the first time. This is truly in line with our philosophy of Aapki Jeet. Hamari Jeet."

Commenting on this milestone, Mr. Karthick Athmanathan - BU Head, EV's & eMobility - Ashok Leyland, said, "Besides working on multiple technologies and platforms for our products, are creating new disruptive products and services that will change the very paradigm of Commercial Vehicle mobility. The focus is on a massive number of internal initiatives for safety, reliability and optimizing total cost of ownership. We are committed to exploit new opportunities in terms of efficiency, energy, geometry and business models which Electric Drive Trains offers. At present, we have a capacity to take care of about 5000-10000 vehicles per annum, with different battery and charging options. We have leveraged start-ups in India as well as from abroad, to bring in innovative yet cost-effective solutions that are offered by us on a turnkey basis. The idea is to have a mature and dynamic portfolio of products, services and solutions when the volume market takes off in a few years."

The facility is equipped with digital tools for manufacturing and field tracking. This centre, along with the eMobTech centre, located in IITM Research Park, will be generating and implementing all the Services and Solutions contracts that are related to eMobility, for Ashok Leyland.

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For further information/media queries, contact:

Rajesh Mani

Head - Marketing and Corporate Communications

Rajesh.Mani@ashokleyland.com | Mobile – 9500022922



Mr. Dheeraj G. Hinduja, Chairman, Ashok Leyland Ltd. and Mr. Vinod K. Dasari, MD, Ashok Leyland Ltd. inaugurating the Electric Vehicle facility at Ennore Plant in Chennai on the occasion of the 70th anniversary of Ashok Leyland Ltd.