

September 17, 2020

National Stock Exchange of India Ltd.
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

Please find attached a copy of the communication being released to the Press with Title 'Ashok Leyland receives an order for 1400 ICVs from Procure Box'.

Yours faithfully,
for ASHOK LEYLAND LIMITED



N Ramanathan
Company Secretary

Encl : a/a

Press Release**Ashok Leyland receives an order for 1400 ICVs from Procure Box**

Ecomet Trucks will be utilized for the fuel distribution business across all districts of India

17 September 2020, Chennai: Ashok Leyland, the flagship company of the Hinduja Group and India's leading commercial vehicle manufacturer, received a large order from a logistics start-up company, Procure Box. The company has placed an order of 1400 intermediate commercial vehicles [ICVs] for its fuel distribution business across 750 districts, in the country. The order encompasses the most successful Ashok Leyland product - the Ecomet and will be executed in the next 5-6 months.

Mr. Anuj Kathuria, Chief Operating Officer, Ashok Leyland, said, *"This order from Procure Box is a testimony to Ashok Leyland's commitment to reliability and quality. Over the last few years, Ashok Leyland has made significant efforts to increase its market share in the ICV segment and our efforts have given rich dividends. With this order, our orderbook for ICVs has enhanced significantly and is a testament to the reliability, durability and robustness of our vehicles. We have once again demonstrated in BS-VI era, that our customers have utmost faith in the brand to deliver vehicles of superior performance with our iGen6 technology, along with reliability, driver comfort and best in class features. We remain dedicated to provide efficient, clean, safe, accessible, and an affordable value proposition to our customers."*

Mr. Raman Kandhari, Founder and Chief Executive Officer, Procure Box, said, *"At Procure Box, it's very important to us to demonstrate our commitment to our customer with action of on time delivery, which is why we have tied up with the best product in the industry from Ashok Leyland. This order is a testimony of our commitment to offer the best services and thus create value for our customers."*

With the addition of 1400 new Ashok Leyland ICVs, the logistics start-up and its associates will become the top fuel bowing and Gas cylinder logistics company in the industry.

For further information/media queries, contact:

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