



ASK AUTOMOTIVE LIMITED

(Formerly known as ASK Automotive Private Limited)

Date: January 18, 2025

BSE Limited Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai - 400 001 Scrip Code: 544022 ISIN No.: INE491J01022	National Stock Exchange of India Limited Exchange Plaza, C-1, Block - G, Bandra Kurla Complex, Bandra (East), Mumbai - 400 051 Symbol: ASKAUTOLTD ISIN No.: INE491J01022
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Sub: Press Release – January 18, 2025

Dear Sir/Madam,

Pursuant to the regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith a copy of the press release titled “**ASK Automotive Limited Launches AISIN ASK Product Range at Bharat Mobility Global Expo 2025**”.

This is for your information and record.

Thanking you.

Yours Faithfully,
For **ASK Automotive Limited**

Rajani Sharma
VP (Legal), Company Secretary &
Compliance Officer
Membership No.: ACS14391

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ASK Automotive Limited Launches AISIN ASK Product Range at Bharat Mobility Global Expo 2025

*ASK Automotive Limited, located at **Hall No. 1, Stand No., H1-E4** at Yashobhoomi, India International Convention & EXPO Centre (IICC), Dwarka, showcased a range of cutting-edge products and technological advancements in the auto ancillary industry.*

New Delhi, January 18 2025: ASK Automotive Limited, India's largest manufacturer of Brake Shoes and Advanced Braking Systems for Two-Wheelers is set to participate at the upcoming Bharat Mobility Global Expo 2025 – The Components Show, scheduled from January 18 to 21, 2025, at Yashobhoomi, India International Convention & EXPO Centre (IICC), Dwarka, New Delhi. Located at Hall No. 1, Stand No. H1-E4, ASK Automotive showcased a range of cutting-edge products and technological advancements in the auto ancillary industry.

AISIN ASK India Private Limited a Joint Venture of ASK Automotive Limited, unveiled its innovative passenger car products for the Independent Aftermarket sector, marking ASK Automotive's debut into the 4-wheeler passenger car products for Independent Aftermarket across India, Nepal, Sri Lanka and Bangladesh.

At the Bharat Mobility Global Expo 2025, ASK Automotive Limited demonstrated its technological prowess, strategic collaborations, and focus on expanding its product portfolio, reaffirming its leadership position in the industry.

About ASK Automotive Limited:

ASK Automotive Limited (Company) is the largest manufacturer of brake shoes and advanced braking systems for two-wheelers in India with ~50% market share in OEMs. The Company has three decades of track record in supplying critical safety systems and complex precision solutions. The Company offers powertrain-agnostic products in both automotive and non-automotive segments with a focus on EV and Exports. The Company has diversified its operations and offers products under Advanced Braking Systems, Aluminium Light weighting precision solutions, and Safety Control Cables business segments, with four technical collaborations and two joint ventures with leading global players

The Company has state-of-the-art strategically located manufacturing facilities in close proximity to the customers in India and is backed by strong In-house R&D, Engineering and Design Centre. The Company has long-standing customer relationships with both Indian and Global OEM Players.

ASK Automotive Ltd. Is listed on NSE (ASKAUTOLD) and BSE (544022)

About AISIN Group:

Founded in 1965, AISIN Group is a Japanese OE auto-components supplier. With a consistent ranking among the Top 10 global Tier One automotive suppliers, AISIN focuses on products supporting the fundamental functions of vehicles: "running, turning, stopping." AISIN prepares these products for cars, test them on tracks, and modify them from a driver's perspective. Amid the significant changes brought by electric vehicle development, AISIN is speeding up their transition toward "electrification" and "intelligence" to improve range, driving experience, and safety. AISIN is also working on making their manufacturing process carbon neutral. AISIN plans to keep evolving the joy of driving, bringing excitement to Inspiring"movement", creating tomorrow.

For further information:

ASK Automotive Limited	For press queries:
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