



Ref: ATULAUTO/SEs/PressRelease

March 08, 2021

To,
The Department of Corporate Services,
BSE Limited, Mumbai

To,
The Listing Compliance Dept.
National Stock Exchange of India Ltd, Mumbai

BSE Script Code: 531795

NSE Script Symbol: ATULAUTO

Dear Sir,

Sub: Disclosure of press release for launching of Atul Rik CNG under Regulation 30 of the SEBI (LODR) Regulations, 2015

Pursuant to Regulation 30 of the SEBI (LODR) Regulations, 2015, we are attaching herewith press release issued on occasion of launching of all new Nxt Gen, Atul RIK CNG Autorickshaw by the Company.

Please take the same on your records.

Thanking you.

Yours faithfully,

For, ATUL AUTO LIMITED




(Paras J Viramgama)

Company Secretary & Compliance Officer

ATUL AUTO LIMITED

(Corporate Identification Number: L54100GJ1986PLC016999)

Regd. Office & Factory: National Highway 8-B, Near Microwave Tower, Shapar (Veraval), Rajkot – 360024 (Gujarat)

Phone: 02827 235500 Website: www.atulauto.co.in E-Mail: info@atulauto.co.in



PRESS RELEASE

Atul Auto launches its all new Nxt Gen, Atul RIK CNG Autorickshaw for Gujarat

New RIK CNG promises the customers the best in class product with the 5 pillars of the "Yes factor" - **Style-Safety-Space-Savings-Strength**

Ahmedabad, Mar 8, 2021: Atul Auto Limited, one of India's fastest growing 3-wheeler manufacturer today announced the launch of the new **RIK CNG** Passenger for the Gujarat market. RIK platform was conceived after an extensive research keeping in mind the customer requirements both for the domestic and International markets. Atul RIK will be available in 3 fuel variants- CNG, LPG & Petrol.

The new **Atul RIK CNG** combines both Style and Economics. It comes with features like International styled beige dashboard, semi digital Instrument cluster, step less entry, and first ever L.E.D tail lamps. When it comes to (RoI) **Return on Investment**, company has taken care of RIK customers by offering "**Atulya Vishwas**" scheme which makes it the most attractive value creator in its space. In addition to Atulya Vishwas, the RIK CNG/LPG variant comes with a 36 months (unlimited km) super warranty. RIK Platform.

Gujarat has always been a strong foot hold for the company, having a network reach of 120+ touch points; This matches location to location, the extensive CNG fuel network of Gujarat.

Post April 2021, the company shall start supplies of RIK -PAN India and in the international markets.

Speaking on the occasion, Mr. Niraj Chandra, Director, Atul Auto Limited, said... *"Small CNG auto rickshaw segment was waiting for a stylish and trendy product since many years. The style conscious customers prefer technology and style over traditional looks. We have introduced the RIK with a 360 degree approach, ensuring end to end solutions for the customers. By introducing RIK, we are sure to gain a good market share in 0.35T 3 wheeler industry."*

The President Finance, Shri J V Adhia added, *"Atul Auto Limited (AAL) will strongly back RIK CNG/LPG at all locations with Khushbu Auto Finance (KAFL), the NBFC associate concern of AAL along with other retail finance partners."*



PRESS RELEASE

The Vice President, Sales & Marketing, Mr Pushkar Sinha said. “ *The small & midsize segment alternative fuel is already showing strong growth indicators fuelled by rising diesel prices, pollution concerns and the opening up of Metros and suburban railways. Gujarat is our forte and we are targeting minimum 25% market share.*”

About Atul Auto Limited

Trailblazing for over 30 years

Atul Auto Limited is amongst the fastest growing 3 Wheeler Companies in India, with the presence across 21 states with 200+ primary and 130 secondary networks. Globally, Atul also exports to more than 15 countries. Around 1 million ATUL vehicles are plying on the roads. In the last five years, its production turnover has grown three folds. The company had achieved a turnover of Rs. 600+ Crore in FY 2019-20.