



October 11, 2023

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

Scrip Code: 500477

Through: NEAPS

Through: BSE Listing Centre

Dear Sir/Madam,

**Sub: Regulation 30 (Disclosure of events or information) - Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015**

Please find attached a copy of the communication being released to the Press with Title '**Ashok Leyland launches ecomet Star 1915 with 18.49T GVW**'.

This product caters to the domestic market.

The key details as required under Para B of Part A of Schedule III of SEBI LODR read with SEBI circular dated July 13, 2023 is available in the enclosed Press Release.

Date and time of occurrence of event: October 11, 2023 at 10.00 a.m.

Thanking you,

Yours faithfully,  
**for ASHOK LEYLAND LIMITED**

**N Ramanathan**  
**Company Secretary**

Encl.: a/a

Registered Office: Ashok Leyland Limited, No. 1, Sardar Patel Road, Guindy, Chennai - 600032, Tel.: 91 44 2220 6000

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CIN: L34101TN1948PLC000105



**HINDUJA GROUP**

## PRESS RELEASE

## Ashok Leyland launches ecomet Star 1915 with 18.49T GVW

**11 October, 2023, Chennai:** Ashok Leyland, the Indian flagship of the Hinduja Group and the country's leading commercial vehicle manufacturer, has launched the ecomet Star 1915 truck with GVW of 18.49T in the ICV segment. In its category, this truck provides industry-leading fluid efficiency and the best payload capacity. Customers have the option to pick from four different loading span configurations. The newly launched truck is tailored for long-distance haulage customers who prioritize higher payload capacity with 4-cylinder engines for a faster turnaround time.



**Mr. Sanjeev Kumar, President - MHCV, Ashok Leyland, said,** "Ashok Leyland is complimenting the rapid expansion of the ICV segment by consistently introducing unique and innovative products. We are delighted to unveil the ecomet Star 1915 truck with GVW of 18.49T, equipped with the proven 110 kW (150 hp) H4 engine, ideally suited for long-distance applications. The new ecomet Star 1915 truck assures remarkable fuel efficiency, faster Turnaround Time (TAT), extended tire durability, longer service intervals, and a reduction in overall maintenance expenses. These exceptional features will undoubtedly enhance profitability for the fleet owners."

Ashok Leyland has established itself as the market leader in the 16T+ GVW ICV segment, thanks to the winning products such as the ecomet Star 1615, 1815, and 1815+ trucks. However, as the industry anticipates a growing need for higher payload capacity across various applications, the ecomet Star 1915 is positioned to address the logistical demands of Ashok Leyland's customers in applications like e-commerce, parcel delivery, transportation of fresh produce, auto parts, FMCG, and more.

### Key features and Advantages of ecomet Star 1915:

- First ICV truck model in industry with 18.49 T GVW
- Best in Class payload of **12.91 T** (6.1 m (20 ft) HSD)
- New wider 2.34 m (7 ft 7 in) load body as standard offering
- Powered by an H-series engine with 110 kW (150 hp) & 450 Nm torque
- Industry-best Fuel efficiency
- Options of Day and Sleeper Cabin
- 350 L and 185 L Fuel tank option
- Heavy-duty aggregates for higher durability

Registered Office: Ashok Leyland Limited, No. 1, Sardar Patel Road, Guindy, Chennai - 600032, Tel.: 91 44 2220 6000

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