



September 7, 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 Marks 75th Anniversary with Innovations in Sustainable Mobility**'.

Date and time of occurrence of event: September 7, 2023 at 5.00 p.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

Photo Release**Ashok Leyland Marks 75th Anniversary with Innovations in Sustainable Mobility**
Cutting-edge Electric LCV from Switch unveiled by Shri Nitin Gadkari

Chennai, 7th September 2023: Ashok Leyland, the Indian flagship of the Hinduja Group and the country's leading commercial vehicle manufacturer proudly commemorates its 75th year of operations, highlighting its steadfast commitment to the nation's prosperity and growth. Founded in 1948, the company has played a pivotal role in shaping the landscape of commercial mobility, and today, it stands as a symbol of innovation, excellence and sustainability.

On this occasion, Shri Nitin Gadkari, the Minister of Road Transport and Highways, Government of India, unveiled the ground-breaking Electric Light Commercial Vehicles from Switch Mobility - **the leV Series**. The leV Series is India's first electric commercial vehicles in its category and aims to provide efficient and eco-friendly solutions for last mile transportation needs. The SWITCH leV presents an incredibly attractive value proposition for MSMEs, cottage industries, and e-commerce in India with its exceptionally low Total Cost of Ownership (TCO) coupled with a commitment to high uptime. This series encapsulates our dedication to shaping an eco-conscious future, catering to evolving urban mobility needs while setting new standards for efficiency and innovation.

Ashok Leyland also showcased the new, 9-meter, Hydrogen Fuel-Cell Electric Bus developed for NTPC (National Thermal Power Corporation). This is India's first fuel cell bus that will commercially ply on country's roads. The company also exhibited the country's first Hydrogen Internal Combustion Engine Truck, which was earlier launched in collaboration with Reliance Industries. This showcases Ashok Leyland's partnership approach to develop cutting-edge sustainable mobility solutions for long-distance transportation challenges.

Mr. Dheeraj Hinduja, Chairman of Ashok Leyland and Switch Mobility said, "Ashok Leyland's 75-year journey is a story of transformation and innovation. As we celebrate this milestone, we look ahead to the future with excitement and determination and renew our pledge to further shape the future of the CV Industry. We have set our sights on pioneering sustainable transportation solutions and aim to support India's economic development for years to come".

Mr. Shenu Agarwal, MD & CEO, Ashok Leyland said, "Over the course of its remarkable journey, Ashok Leyland has consistently redefined industry standards, setting benchmarks for cutting-edge technology in its products and services, and partnering with marquee names in offering innovative, customer-centric solutions. Today we are proud to launch the leV series from Switch Mobility and showcase pioneering technologies through the Hydrogen Fuel Cell Electric Bus for NTPC, and the Hydrogen Engine Truck for Reliance. The 75th anniversary celebration is not just a reflection of the company's history, but a testament to its determination to continue shaping the future of mobility."

Mr. Mahesh Babu, Chief Executive Officer, SWITCH Mobility Ltd., said, "The launch of our SWITCH leV Series electric vehicles is a defining moment for SWITCH, having established a strong reputation in the e-bus market. With the SWITCH iON Standard at its core, a versatile range of options, diverse charging solutions, exceptional performance, and operational ease as its hallmark, the SWITCH leV Series is a testament of our dedication to driving positive change in the industry".

As part of its 75th-anniversary celebrations, Ashok Leyland also launched a new initiative - '*Dream Drive*' - a journey across the length and breadth of the country, with 10 Ashok Leyland vehicles driven on five different routes, culminating at the company's state-of-the-art manufacturing plants today.

Through this, Ashok Leyland engaged with its extensive network of customers, dealers, suppliers, and other partners, establishing a direct connection with all its key stakeholders including drivers, mechanics, and financiers to pay gratitude for their contribution. 'Manzil ka Safar' with the iconic Stallion defence vehicles was another drive that travelled 4000+ kms from Kanyakumari to Leh to recognize its long-standing partnership with the Indian defence forces.

With a legacy rooted in innovation and a future driven by sustainability, Ashok Leyland stands poised to excel for generations to come. The company's 75th anniversary celebration not only recognises its past successes but also foreshadows a time in the future when cutting-edge technology and environmental responsibilities converge seamlessly.

About SWITCH IeV Series:

The state-of-the-art SWITCH IeV Series (IeV 3 and IeV 4), enabled with a 330 V High Voltage EV Architecture sets a new benchmark in the 2~3.5T commercial vehicle category for unparalleled efficiency and performance. These vehicles come equipped with a spacious cargo body extending up to 9.7 feet, capable of holding up to 340 cubic feet of containers. The Switch IeV series is equipped with a spacious cabin for one to enjoy clutch-less operation, generous legroom, ample headroom, and the convenience of sliding and reclining seats, along with Foldable Parking Brakes. With the industry-first electric power steering system, these series ensure a comfortable and effortless driving experience. With a robust battery pack ranging from 25.6 to 32.2 kWh, the SWITCH IeV Series will deliver an impressive and efficient range of up to 300 kilometres of operation in a day (with Opportunity Charging), with the best-in-class Total Cost of Ownership (TCO). These electric vehicles boast of a payload of up to 1.7 tons and has adopted the Switch iON system that offers over 20+ customized features, providing real-time vehicle information, insights on the vehicle's position, operating route, trip history, and the condition of EV aggregates, among others, all contributing to streamlined operations and ease of driving.

About Ashok Leyland:

Pioneers in the Commercial Vehicle (CV) space, Ashok Leyland is a flagship of the Hinduja group, and is the 2nd largest manufacturer of commercial vehicles in India, and 4th largest manufacturer of buses and 19th largest manufacturer of trucks in the world. Headquartered in Chennai, with 7 manufacturing plants in India, a bus manufacturing facility in Ras Al Khaimah (UAE), and one at Leeds, United Kingdom, Ashok Leyland has a well-diversified portfolio and an international footprint. Ashok Leyland has recently been ranked as 34th best brand in India.

A US \$ 4.5 billion Indian multinational that has a 75-year legacy, and presence in more than 50 countries, Ashok Leyland is one of the most fully integrated manufacturing companies on this side of the globe. In the commercial vehicle industry, Ashok Leyland has one of the largest and fastest-growing networks with 52,863 touch points which includes 1748 exclusive touch points and 11,207 outlets for Leyparts.

The company now has a service centre every 75 kilometers on all major highways, allowing it to keep its "Ashok Leyland Quick Response" promise of reaching customers within 4 hours and getting them back on the road in 48 hours". With technology-enabled customer engagement processes and knowledge on the specific applications of the product range, Ashok Leyland's sales team is well-equipped to fulfil customers' needs. Ashok Leyland manages 12 driver training institutes across India and has trained over 1,800,000 drivers since inception.

Guided by the principle of "Koi Manzil Door Nahin," symbolizing that no destination is too distant to achieve, Ashok Leyland is resolute in its pursuit to serve stakeholders and contribute to India's progress through continuous innovation and evolution.

For further information/media queries, contact:

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