



Lumax Auto Technologies Limited



Plot No. 70, Sector No.10, PCNTDA, Bhosari Industrial Area, Pune - 411 026.

Phone: 020-66304606 & Fax No. 020 66304624

Website : www.lumaxautotech.com

Our Ref.

Date

LATL: CS: BSE: 14

04-03-2014

The General Manager
Department of Corporate Services
Bombay Stock Exchange Limited
1st Floor, Rotunda Building
P.J. Towers, Dalal Street, Fort
Mumbai - 400 001.

Fax Nos. : 022-22723121

Company Code – 532796

Sub : **Intimation under Clause 36 of the Listing Agreement**
Press Release – Lumax enters into Joint Venture (JV) with Mannoh
Industrial Co. Ltd., Japan for Gear Shift Lever Systems.

Dear Sir,

This is to inform that the company has signed a Joint venture agreement (JV) with Mannoh Industrial Co. Ltd., Japan by forming a new Joint Venture Company Lumax Mannoh Allied Technologies Ltd to Design and Manufacture complete Gear Shift lever systems for Manual, Automatic, AMT & CVT transmissions in India.

We are sending herewith a copy of the Press Release in this regard.

We request you to kindly take the above on record.

Thanking you,

Yours faithfully,

For **LUMAX AUTO TECHNOLOGIES LTD.,**

ASHISH DUBEY

FINANCE HEAD

Regd. Corporate Office :

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Phone - 020-66304606, Fax : 020-66304624, E-mail : pcntda@lumaxautotech.com

www.lumaxindustries.com | www.lumaxdk.com | www.lumaxautotech.com | www.lumaxcornaglia.com | www.lumaxancillary.com



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Date: 4th March 2014

Press Note: Lumax Enters in JV with Japanese company for Gear shift levers

Lumax Group's Chairman, Mr. DK Jain today announced the Formation of a new Joint Venture between Lumax Auto Technologies Limited and M/s Mannoh Industrial Co. Ltd., Japan to Design and manufacture complete Gear Shift lever systems for Manual, Automatic, AMT & CVT transmissions in India.

Mr. Jain informed that Lumax Auto Technologies Limited, listed on BSE / NSE,) has concluded the Joint venture agreement. As per the agreement, Mannoh will pick up 45% equity in the new company formed as "Lumax Mannoh Allied Technologies Ltd" effective 1st April 2014. The new company will have its operations and R&D centre at IMT Manesar, Gurgaon. A new manufacturing site for the company's business has already been completed and operations commenced from 1st March 2014.

New Company: Lumax Mannoh Allied Technologies Ltd

The new Company "Lumax Mannoh Allied Technologies Ltd" or "LMAT" will be a full service provider for all type of gear shift levers from Manual transmission to Automatic, AMT & CVT transmissions in India. The USP of this company will be complete local designing & testing capability in India through their R&D centre located at Manesar. A full time Japanese designer from Mannoh will be stationed at Manesar to further support this activity for designing advanced technologies in India to maintain cost competitiveness and give optimum benefit to its customers.

Lumax Auto Technologies Ltd

Lumax Auto Technologies Ltd through its wholly owned subsidiary, Lumax DK Auto Industries Limited, is the market leader in Design, Testing and Manufacturing of Parking Brakes & Gear Shift levers in India since the past 10 years with an overall domestic market share of more than 60% with a strong presence in both passenger cars & commercial vehicle segments. Its major customers include Maruti Suzuki, Honda Cars, Toyota, Nissan, General Motors India, Daimler, Mahindra and Volvo-Eicher. The Gear shift lever business has manufacturing location in Manesar Gurgaon and Trading unit in Bangalore.

Mannoh Industrial Co. Ltd., Japan

Mannoh is the technology leader in Automatic, AMT, CVT and MT type Gear shift lever assemblies in Japan with Production locations in Japan, Indonesia & Thailand since more than 50 years. Its major customers include Toyota, HONDA, Nissan, Suzuki, Mazda and Isuzu.



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