



December 13, 2024

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

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (SEBI Listing Regulations), please find attached a copy of the communication being released to the Press with Title "***Ashok Leyland announces price increase effective January 2025***".

We request you to kindly note and take the above information on record.

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

E-mail: reachus@ashokleyland.com | Website: www.ashokleyland.com

CIN: L34101TN1948PLC000105



HINDUJA GROUP



Ashok Leyland announces price increase effective January 2025

Chennai, 13th December 2024: Ashok Leyland, the Indian flagship of the Hinduja Group and the country's leading commercial vehicle manufacturer today announced a price increase of up to 3% on its entire range of Commercial Vehicles, effective January 2025.

The extent of price increase will vary depending on model and variant, however all products across the range will be affected. Inflation and higher commodity prices have necessitated this price increase. This move will help mitigate a part of the input cost impact.

Ashok Leyland remains committed to innovation, excellence, operational efficiency, and sustainability in the space of Commercial Vehicles.

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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