ASHOK LEYLAND

FAX TRANSMISSION **October 18,2012**

Madras Stock Exchange Limited, Secretary	25218206
National Stock Exchange of India Limited	022-26598237/26598238
Manager – Listing	
BSE Limited	022-22723121/ 3719
General Manager – DCS	

Dear Sirs,

Ashok Leyland has bagged an order for the supply of 35 Nos. 52-seater BSIII Fully Built buses from North Bengal State Transport Corporation.

We send herewith the text of the Press Release being given to the media today.

Yours faithfully,
for ASHOK LEYLAND LIMITED

S Venkatasubramanian
Company Secretary
(Compliance Officer)

Encl :a/a

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ASHOK LEYLAND

Press Release

Ashok Leyland to supply 35 buses to North Bengal State Transport Corporation

First 10 buses flagged off by Mr. Goutam Deb, Hon'ble Minister of North Bengal Development

Kolkata, October 18, 2012: Mr. Goutam Deb, Hon'ble Minister of North Bengal Development and Chairman of North Bengal State Transport Corporation flagged off 10 Ashok Leyland BSIII buses (52-seater) at a function held at the Esplanade Government Bus Terminus in the city today. These buses will ply in the North Bengal region covering important towns like *Cooch Behar, Malbazar, Alipurduar, Dalkhola, Jalpaiguri, Malda and Siliguri*. This marks the first order to be bagged by Ashok Leyland, the Hinduja Group flagship, from the state transport for fully built buses. The flag off event was attended by key officials from the government and from the Company.

Speaking about the occasion, Mr. Vinod K Dasari, Managing Director, Ashok Leyland, said, "We, at Ashok Leyland, are proud and delighted to be partnering NBSTC. This order is an opportunity to serve the State with our high performance, reliable, user-friendly and cost-efficient transport solutions, tailor-made for smooth and easy passenger movement. Our presence in West Bengal is on the rise and this order will help us move towards being a preferred brand of choice," he added.

These buses will be serviced through the Company's authorized dealer outlets in Kolkata, Baharampur and Siliguri.

For more information, please contact:

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Ashok Leyland