

SML/SEC/2018
7th February, 2018

Dy. General Manager- Corporate Relationship Department BSE Limited P J Towers, Dalal Street, Fort Mumbai 400 001 Scrip Code: 505192	The Secretary National Stock Exchange of India Ltd. Exchange Plaza, 5th Floor Plot No. C/1, G Block Bandra – Kurla Complex Scrip Code: SMLISUZU
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Subject: Press Release

Dear Sir,

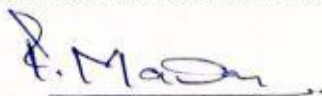
This is to inform you that the Company has today (i.e. 7th February 2018) at Auto Expo 2018, Greater Noida, unveiled new range of trucks named as "Global Series" (GS) and a new vehicle under passenger category. These vehicles are in the existing GVW tonnage range and are expected to be launched shortly in the market. In this regard, please find enclosed a copy of Press Release issued by the Company.

This is for your information and record please.

Thanking you,

Yours faithfully,

For SML ISUZU LIMITED



(PARVESH MADAN)

Company Secretary & Compliance Officer

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Trucks & Buses

PRESS RELEASE – AUTO EXPO 2018

Greater Noida, Feb 7, 2018

“SML ISUZU Ltd.” operational since 1984 was established as Swaraj Mazda Ltd. The company got its new name after its tie up with the Japanese CV industry giant ISUZU Motors, Japan in 2010 as a technology/capital partner. The company comprises of two major business verticals – LCV & ICV Trucks and Buses along with a range of special application vehicles.

Every two years, each member of the automobile fraternity gets the opportunity and a platform to showcase their latest products and interact with the myriad range of customers at the Auto Expo. The rapidly changing and evolving Indian Truck Industry demands the radical technology to keep pace with time. Well-known for the engineering excellence, continuous product up-gradation & automation, SML ISUZU in order to broaden its product portfolio keeps on introducing new products to Indian Market as per changing customer demands. In this Auto Expo, we are showcasing new products in both cargo as well as passenger segments.

In the cargo segment, this time we are introducing new range of trucks based on the Isuzu design philosophy named as “Global Series”(GS). The new trucks are a treat to look at and epitomize the modern international looks. The vital combination of the ISUZU's Global Expertise & Japanese Technology, have been adopted to suit the needs relevant to Indian customers. The new Global Series offers best-in-class fuel efficiency, increased driver comfort and better drivability, higher uptime and superior reliability, optimized maintenance cost& optimum loading capacity. At the AutoExpo we have displayed three models in the cargo segment (namely, Samrat GS HD19', Sartaj GS CNG with Turbo & Samrat GS Tipper Chassis with new higher power engine and transmission).

Another new vehicle displayed in the passenger segment is the Executive Lx Bus with turbo CNG Engine. This bus has been accepted well in the markets pan India for the Staff and Tourist applications in BS IV Diesel Vehicles.