

SML/SEC/2016
10th November, 2016

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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Dear Sir,

Intimation of Vehicle Launch

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we wish to bring to your kind notice that the Company is launching today two new Vehicles under the Passenger category, details of which are enclosed as **Annexure I**.

In this regard, please also find enclosed a copy of Press Release being issued by the Company today.

This is for your information and record please.

Thanking you,

Yours faithfully,

For SML ISUZU LIMITED



(PARVESH MADAN)

Company Secretary & Compliance Officer

ACS-31266

investors@smlisuzu.com

SML ISUZU LIMITED

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Trucks & Buses

Annexure I

The information related to Vehicle Launch required to be disclosed under SEBI (LODR) Regulations, 2015 are as follows:

S No	Particulars	Executive Lx Coach	Ecomax Bus
1	Date of Launch	10th November, 2016	10th November, 2016
2	Category of the Product	Commercial Vehicle-Passenger category	Commercial Vehicle-Passenger category
3	Whether caters to domestic/international market	Domestic market	Domestic market
4	Features of the Product	As per Press Release attached	As per Press Release attached

For SML ISUZU LIMITED


 (PARVESH MADAN)
 Company Secretary &
 Compliance Officer
 ACS-31266

PRESS RELEASE

(Bangalore, November 10, 2016)

SML ISUZU LTD. (earlier Swaraj Mazda Ltd.) is a renowned and reputed manufacturer of commercial vehicles in India. Since the early days of its inception, SMLI is well known for its technical expertise, innovation and time to time product reformation. In order to keep pace with the changing expectations of the customers SMLI has always endeavored to introduce products for customer delight.

With the passage of time, there has been a drastic and unparalleled transformation in the passenger vehicle industry. At the Bus World 2016 - Bangalore, this time we have showcased our latest product range in this (passenger) category. Our goal is to provide Fully Built Buses to address the emerging trends in the End user requirements and technology specifically meant for Tourist & Staff transport. As a standard our products primarily focus on providing better Safety, Comfort and Operational economy.

Of the 4 buses exhibited in the Bus World 2016, 2 are new launches.

Executive Lx Coach

The one of its kind, fully-built and feature-packed bus with 4240 mm wheel base & 18 + 1 + 1 Pushback Reclining Seats, redefines comfort and luxury & is ideal for the tours & travel operators and Staff shuttle operations. The bus offers highly comfortable wide & deep seats, on-board entertainment system, individual AC louvers, reading lamps, mobile charging points, cup holders and paper/Magazine holding mesh, wide windows for panoramic view and spacious interiors. The bus is fully built and so not only conforms to AIS 052 (Bus Body Code) but also available in sufficient quantity in the shortest period. Fully productionised product meets and retains the stringent Quality standards.

For SML ISUZU LIMITED


(PARVESH MADAN)
Company Secretary &
Compliance Officer
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Trucks & Buses

Ecomax Bus

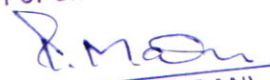
As the name suggests the bus is designed to maximize the earnings with optimum operational economy. The bus is built on a small wheelbase of 2815 mm has 12 + 1/13+1 push back reclining seats and comes with numerous features like wide comfortable seats, spacious interiors, effective air conditioning, individual mobile charging points, cup holder and magazine pouch to name a few, adding to the delight of commuters. The low turning circle radius enables movement in narrow lanes and by lanes.

Other products on the display are Isuzu FR1318 bus (with 41 push back reclining seats, Air Conditioner, Air suspension and Audio Video system) and S7 Staff Bus which has capacity to accommodate up to 38 passengers.

SML Isuzu is a key-player and commands leadership position in the school bus market and has always enjoyed major market share in this segment. Other than school, staff and the tourist segments, SMLI also manufactures buses for the intra city operations ideal for public transportation.

As a responsible transport solution provider, SMLI is doing its bit for the environment. SMLI buses adhere to the latest prescribed emission norms and are front runners in the Eco Friendly, CNG propelled vehicles. We strive to be the best in whatever we do, which is quite evident from our Mission Statement:

“Be the Best, Be the One”.

For SML ISUZU LIMITED

(PARVESH MADAN)
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