Ref: ATULAUTO/SEs/MediaRelease/FY2014-15 April 3, 2015

To,
The Department of Corporate Services,
BSE Limited,
Ground Floor,
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai – 400 001

Script Code: 537195
Kind Attn: Mr. Marian D'Souza

To,
Listing Compliance Dept.
National Stock Exchange of India Ltd
5th Floor, Exchange Plaza,
Bandra Kurla Complex,
Bandra (East),
Mumbai - 400 051

Script Symbol: ATULAUTO
Kind Attn: Mr. Samir Rajdev

Dear Sir,

Sub: Media release - Updates of FY 2014-15

With reference to the above subject, please find attached herewith media release regarding updates of FY 2014-15.

We request you to take the same on your record and disseminate to the public through the medium of the stock exchange website.

Thanking you.

Yours faithfully,
For, **ATUL AUTO LIMITED,**

ATUL AUTO LTD SHAPAR

(Paras J Viramgama)
Company Secretary & Compliance Officer

Media Release

FY 2015 another historic year for Atul Auto - where the Company has continued the growth momentum – Growing bigger, Growing better

Rajkot, April 3, 2015: Atul Auto Limited posted sales growth of 10.76% during FY 2014-15. The Company has achieved various milestones in fiscal 2015:

Operational performance:

- The Company has sold 41,598 vehicles in FY 2014-15 in compare to 37,557 in FY 2013-14, achieved growth of 10.76%
- The Company has sold 4302 vehicles in the month of October 2014 which is highest in the history of the Company.
- The export sales has shown growth of 150%; it has increased from 585 vehicles in FY 2013-14 to 1464 vehicles in FY 2014-15.
- ATUL AUTO has been fastest growing player in the goods carrier segment of three wheeler industry. It has grown at the rate of 13% in compare to industry growth of 6%. The market share has also been increased from 16.87% in FY 2013-14 to 17.95% in FY 2014-15.
  (Source: SIAM data upto February-2015)

Corporate highlights:

- The Company has sub-divided the face value of equity share of Rs.10/- each into two equity shares of Rs.5/- each in the month of September 2014.
- The Company has declared the interim dividend at 50% on the paid up capital of the Company i.e. Rs.2.50 per share of Rs.5/- each.
- The Company has inducted learned management expert, Dr. Margie Parikh on the Board of the Company.
- The market cap of the Company reached to Rs.12,212 million as on 31st March, 2015 in compare to Rs.4,004 million as on 31st March, 2014.

Strategic move:

- The Company has tied up with IDBI Bank and Bank of India for dealer financing arrangements.
- Towards the goal of deeper market penetration, the number of dealers of the Company has been increased from 183 in FY 2013-14 to 200 in FY 2014-15.

Media Release

Award and recognition:

- The Company has been awarded with "Best SME" of the year by NavGujarat Samay, a Gujarati daily by TOI group.

Overall, the company's operations, competitive posture and foundation for profitable growth are all stronger today than a year ago.

About Atul Auto Ltd:

Atul Auto Ltd is one of the key three-wheeler manufacturing companies in the country, having its manufacturing facility at Rajkot in the state of Gujarat. The company has production capacity of 48,000 units. Atul Auto has defied all market hurdles & is growing consistently.