SML/SEC/2020
6th February, 2020

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

Subject: Press Release

Dear Sir,

This is to inform you that the Company has today at Auto Expo 2020, Greater Noida, displayed five BSVI complaint vehicles – three under passenger category and two under cargo category. These vehicles 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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Feb 6th, 2020

Auto Expo 2020, India Expo Mart – Greater Noida

PRESS RELEASE

SML Isuzu Ltd., one of the pioneers in manufacturing Commercial Vehicles in India has always been instrumental in transforming the mobility solutions for more than three & a half decades now. Exploring new advanced technologies and imbibing them for delight & the satisfaction of our end users/customers and at the same time meeting the regulatory requirements has always been the driving core philosophy for the company.

The year 2020 has brought along within its fold many new radical changes, opportunities and challenges for the Automobile Industry. Just little less than 2 months shy of the April 1st crescendo for the BS6 kick-off, the entire industry is recovering from the economic downswing gradually, but we are confident and sure that now the industry is treading on the right path and will recover pretty soon.

Auto Expo like always gives each member of the Automobile fraternity wonderful opportunity and a great platform to showcase the latest in the products & technology to the best of the audience which includes customers, automobile enthusiast, fellow Industry people and transportation policy make rs, not only from India but from all around the globe. This year at the expo we are presenting 5 of our latest products: 3 in passenger and other 2 in cargo segments with all of them being 'Bharat Stage - 6'.

Coming on to the new products, I'm extremely excited to present our promising all-new range of front overhang buses, fondly named as "Hiroi" which in Japanese means 'the spacious one'. Literally and figuratively living up to its name, the buses are wide and provide ample space for a safe and comfortable commute. The buses are designed for the tourist, staff and school applications. The Hiroi Staff bus comes with a wide front door, fully reclined pushback seats with three points seatbelts for superior comfort and safety, ambient lighting & USB ports to keep productivity on the go and Multimedia on-board Entertainment System to accentuate the Joy of travel. The Hiroi School bus fully compliant with all School Bus and Safety Norms promises Safety along with Comfort for the kids. The Hiroi School Bus also comes with revolutionary all new **SML EduConnect**, the online School Management System, the first ever one of its kind unique fitment for School Buses keeps the connected to your smartphones and laptop. The other bus on the display is GS Bus, built on the popular Global Series platform with new interiors offers style with great comfort and economy.

Two other products exhibited here are SAMRAT Reefer Van and Sartaj MS Container in Global Series Truck range. The Reefer Van provides a comprehensive solution to the cold chain transport needs. Available in Diesel as well as CNG, the Reefer Van comes with powerful & a fuel efficient engine and ensures that the overall cost of ownership is low. The telematics fitment helps one control the temperature online from mobile or a laptop. And last but not the least, the MS Container Truck is the longest container in its class of 4-tyre trucks for the eCommerce and Parcel Delivery applications. The truck is even more secure with SML Saarthi (Telematics), Inner Camera, Door Sensor and Retractable FootStep on the rear for easy operations.

SML Isuzu understands that for a customer the vehicle is not just a mere means to earn a living; but also to accomplish his ambitions as well. SMLI with its customer centric approach thus partners in the success of all its constituents starting from customers to its suppliers, dealers and employees as well. With the Govt. of India's regulation of Bharat Stage VI Emission Norms and encouragement for the eco-friendly electric vehicles we strive to keep ourselves updated with latest developments emerging in the industry on every front. The company's objective is clear and bold which is to be the most preferred manufacturer of commercial vehicles in India and also "To Be the Best, Be the One."

Thank you all very much.

Yugo Hashimoto

MD & CEO – SML Isuzu Ltd.

About SML ISUZU Ltd.

One of the oldest & renowned Commercial Vehicles brand in continuous production, SML Isuzu, formerly known as Swaraj Mazda rolled out its first vehicle in 1984. The company got its current name in 2011 after the parent company SUMITOMO CORPORATION, Japan forged its ties with ISUZU MOTORS, Japan as Technology & a Capital Partner. The company's product line-up and business comprises of four major verticals: Trucks (LCV & ICV Segments of 5 Ton – 13 Ton), Buses (12 Seats to 62 Seats in School, Staff & Tourist Applications), Special Application Vehicles (like Ambulances, Army/Police Troop Carriers, Municipal Applications etc.) and Spare-Parts along with a country/nation-wide network of Sales & Service dealerships as our channel partners.