

SML ISUZU LIMITED
(Formerly Swaraj Mazda Limited)



Corporate Office :
204-205, Sector 34-A,
Chandigarh-160 135
Tel. : (91) 172 - 2647700-10
Fax : (91) 172 - 2615111

SML/SEC/2016
3rd February, 2016

Dy. General Manager- Corporate Relationship Department BSE Limited 1st Floor, New Trading Ring Rotunda Building P.J Towers, Dalal Street Fort, Mumbai-400 001	The Secretary, National Stock Exchange of India Ltd. Exchange Plaza, 5 th Floor, Plot no. C/1, G Block Bandra- Kurla Complex Bandra (E) Mumbai - 400051
---	--

Sub: Press Release

Dear Sir,

Please find enclosed herewith a copy of Press Release being issued today 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
ACS-31266
investors@smlisuzu.com

PRESS RELEASE

Greater Noida, February 03, 2016

SML ISUZU LIMITED (Formerly Swaraj Mazda Ltd) as you are aware, is a well-known and reputed commercial vehicle manufacturer. The Company was set up in 1983-85 as a joint venture between Sumitomo Corporation, Japan and Mazda Motor Corporation, Japan.

Sensing the potential much ahead with a focus to timely address the growing demand in cargo as well as in passenger segment, SML forged a formidable alliance with ISUZU MOTORS, JAPAN, a global leader in Commercial vehicle and Diesel engine markets.

Known for engineering excellence and product up gradation & automation, SMLI to broaden its product portfolio keeps on introducing new products to Indian Market as per changing customer demands. In this Auto Expo, we have showcased our products both in passenger & cargo segment. In passenger category, our vision is to address emerging markets of Tourist segment & staff transportation. Our focus is on providing better mobility solutions, both in terms of comfort & operational economics.

Exhibits in this category include Executive Bus in 02 variants of 13 & 18 seats with Air conditioning and comfortable reclining seats along with a lot of other features. Another product displayed is on Isuzu platform, FR1318 bus with 41 push back reclining seats, Air Conditioner, Air suspension and audio video systems.

In truck segment, we have showcased a small tipper SARTAJ 5252 XM designed for solid waste disposal. This vehicle has been developed especially keeping in view the latest campaign of "Clean India" by our respectable Prime Minister. With

smaller wheel base, better turning radius and payload suitable to carry solid waste of 100 cubic feet, it will be highly beneficial for solid waste disposal operations in narrow streets & rural areas.

As you all are aware, SML Isuzu is a well-known player and commands a major market share in school bus segment. Other than school, staff & tourist segments, SMLI is also supplying buses for intra city public transportation.

In addition to these, SMLI is working on a lot of other new developments to enhance customer experience with our trucks, buses & special vehicles. With the regulation of Bharat Stage IV emission norms pan India and new bus body codes in CV Industry, we try to keep ourselves ready and updated. Our objective is to become one of the most reputed manufacturers of commercial vehicles in India. This is clearly visible in our company's slogan:

“Be the Best, Be the One”.