

August 11, 2017

National Stock Exchange of India Limited
Exchange Plaza
C-1, Block G, Bandra Kurla Complex
Bandra (E), Mumbai - 400 051

BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai - 400 001

Scrip Code : ASHOKLEY

Stock Symbol : 500477

Through : NEAPS

Through: BSE Listing Centre

Dear Sirs,

Sub: Regulation 30 (Disclosure of events or information) - Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 - Order for over 120 crores from Rivigo.

Please find attached a copy of the communication being released to the Press relating to an order for over Rs.120 crores from Rivigo, which is India's most innovative and fastest growing logistics company.

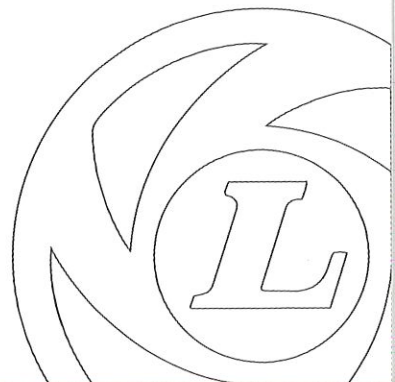
Yours faithfully,
for ASHOK LEYLAND LIMITED



N Ramanathan
Company Secretary

ASHOK LEYLAND LIMITED

Registered Office: No.1, Sardar Patel Road, Guindy, Chennai 600 032, India.
t : +91.44.2220 6000 f : +91.44.2220 6001, e : reachus@ashokleyland.com,
CIN: L34101TN1948PLC000105, www.ashokleyland.com



Press Release

Ashok Leyland's iEGR technology attracts INR 120 Cr Order from Rivigo

The logistics company Rivigo, to buy 500 fully-built Ashok Leyland iEGR trucks to expand its fleet size by 25%

11th August, 2017, Chennai: Ashok Leyland, flagship of the Hinduja Group, today received an order for over Rs. 120 crores from Rivigo, which is India's most innovative and fastest growing logistics company. This order of 500 fully-built vehicles is driven by the success of the innovative iEGR (Intelligent Exhaust Gas Recirculation) technology which has been developed indigenously by Ashok Leyland. Developed to achieve the BS-IV emission norms, iEGR technology was launched in April 2017 for engines up to 400HP – a feat no other OEM has achieved globally.

Sharing his views on the order, Mr. Anuj Kathuria, President - Global Trucks, Ashok Leyland, said, "Ashok Leyland has been an integral part of Rivigo's story since the beginning of their journey. They trust us as their partners and we are glad that we have been able to deliver. This fresh order is a testimonial to the Indian, Intelligent and Innovative offerings of iEGR BS-IV technology, which translates to, 'No Adblue', 'No Electronics' and 'Better Mileage'. Today, our BS-IV iEGR vehicles are giving up to 10% better fuel economy when compared to our BS-III range. This is helping all our customers to improve their total cost of operations by up to 15%, translating to improved profits."

Commenting on the order, Mr. Deepak Garg, Founder and Chief Executive Officer, Rivigo, said, "Our journey with Ashok Leyland began in 2014 and today, with this fresh order, we will expand our fleet size to over 2700 vehicles. Just like our idea of disruption in logistics, we see iEGR as a technology disruption which has a huge upside. For us it means better uptime, hassle-free operations, better mileage, and improved cost of ownership."



Pic: (L-R) Mr. Anuj Kathuria, President - Global Trucks, Ashok Leyland with Mr. Deepak Garg, Founder and Chief Executive Officer, Rivigo signing the agreement.



For further information / media queries, contact:

Sunil Gate, Head - Corporate Communications, sunil.gate@ashokleyland.com +91 9823093000

ASHOK LEYLAND LIMITED

Registered & Corporate Office: No. 1, Sardar Patel Road, Guindy, Chennai - 600 032, India.
| T: +91 44 2220 6000 | F: +91 44 2220 6001 | CIN: L34101TN1948PLC000105 | www.ashokleyland.com