

October 22, 2020

National Stock Exchange of India Ltd.  
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 – Press Release**

Please find attached a copy of the communication being released to the Press with Title ‘**Ashok Leyland launches BOSS LX and LE with i-Gen6 Technology**’ *Boss will increase the offensive in Intermediate Commercial Vehicles segment.*

Yours faithfully,  
for ASHOK LEYLAND LIMITED



N Ramanathan  
Company Secretary

Encl : a/a

**Press Release****Ashok Leyland launches BOSS LX and LE with i-Gen6 Technology**

*BOSS will increase the offensive in Intermediate Commercial Vehicles segment*

**22 October 2020, Chennai:** Ashok Leyland, the flagship Company of the Hinduja Group and India's leading commercial vehicle manufacturer, today launched the BOSS LE and LX Trucks, with i-Gen6 BS-VI technology in BS6. BOSS Brand has been one of the leading brands, from Ashok Leyland, in the Intermediate Commercial Vehicle (ICV) segment. These two vehicles will address the 11.1 tonne to 14.05 tonne GVW market. Customers can choose from multiple combinations – Loading span from 14ft to 24 ft and body type options of high side deck, fixed side deck, drop side deck, cab chassis, container and tipper. Prices of BOSS LE and LX start from INR 18 Lakhs, ex-showroom Mumbai / Delhi / Chennai.

The BOSS platform offers multiple applications including usage for parcel & courier, poultry, white goods, agri-perishable, **e-commerce**, FMCG, auto parts and reefer, among others. Customers can choose from two cabin options and expect multiple improvement over BS-IV technology like up to 7% higher fluid efficiency, up to 5% better tyre life, up to 30% longer service interval and up to 5% lower maintenance cost. BOSS will be available as a fully-built option with class-leading ergonomic and safety features for the driver. It comes bundled with digital solutions like i-Alert, remote diagnostics.

**Mr. Vipin Sondhi, MD & CEO, Ashok Leyland,** said, *"We have been on track with our plans, despite the challenging year we are all facing. Starting with the AVTR launch, followed by DigitAL Nxt suite of digital solutions, BADA DOST and now the BOSS ICV trucks, we aim to give our customers the latest and most advanced products and technology. With this launch in our BOSS range, our ICV offering is now one of the best in the market. ICVs are seeing a spurt in demand and this is the best time to introduce our proven I-Gen6 BS-VI technology in one of our best-selling brands in the portfolio. These launches will further strengthen our portfolio and help us achieve our Vision of being in the Global Top 10 CV makers."*

**Mr. Anuj Kathuria, COO, Ashok Leyland,** said, *"We have been steadily gaining market share in the ICV segment for the past eight years and our brand, BOSS, has been leading that growth. From 6% market share in FY12, we are now selling over 20% ICVs in the Indian market. With the new BOSS LE and LX, we have further improved on our USPs of higher fuel economy and durability, making it a compelling choice for ICV customers. These new vehicles address a fast growing segment, which demands high uptime, for long distances. We are confident that the new BOSS will not only drive us towards a cleaner future, with its i-Gen6 engines, but also contribute to our Vision of being in the Top 10 Global CV Makers. A true example of 'Aapki Jeet, Hamari Jeet', BOSS promises to deliver higher profitability while keeping the operations stress-free for customers."*

The BOSS LE and LX comes with 4 Yrs /4 Lacs Km warranty which can be extended up to 6 years. It also comes with 4 hrs Response and 48 hrs restoration promise. Considering the high uptime requirement for these vehicles, it will be supported with 'Quick accident repair' and will have an exclusive bay at workshops. Customers have 3000+ touch points for ease of access to sales and aftersales support, all supported by 24x7 customer assistance **Uptime Solution Centre** and Service Mandi network.

**For further information/media queries, contact:**

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