



April 3, 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 - Sales figures for March 2017.

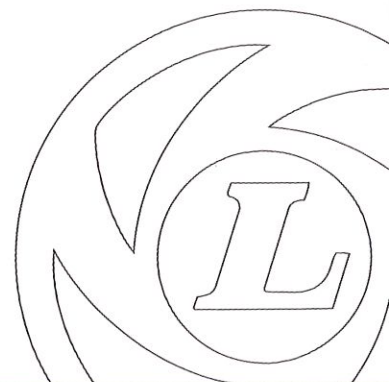
Please find attached a copy of the communication being released to the Press relating to sales volume for March 2017.

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





ASHOK LEYLAND

Aapki Jeet. Hamari Jeet.

Sales figures

Ashok Leyland registers a growth of 12% March 2017

Achieves an overall growth of 3% in FY2017

MARCH 2017:

		Mar'17	Mar'16	%	Apr'16-Mar'17	Apr'15-Mar'16	%
M&HCV	Sales	15,258	13,240	15	113,296	109,762	3
LCV	Sales	3,424	3,462	(1)	31,770	30,695	4
TOTAL SALES		18,682	16,702	12	145,066	140,457	3

The Company sold 18,682 units in March 2017 as against 16,702 units during March 2016. The total sales in FY 2017 was at 145,066 units, as against 140,457 units for the FY 2016.

Speaking on the sales performance, **Mr. Vinod K. Dasari –CEO and MD, Ashok Leyland** said, "We are happy to have achieved an overall growth of 12% during March 2017 and a growth of 3% for FY2017, despite various challenges. The last financial year was significant for us considering the number of new product launches, which were well received by our customers, expansion of dealerships in North and East, opening up assembly unit in Dhaka and offices in Dubai and Bangladesh closer to our customers has led to a positive growth both in domestic and overseas markets."

Further commenting on BSIII verdict from the Supreme Court, he added, "The industry has been affected by this unexpected outcome. However at Ashok Leyland we are currently working on minimizing the impact of this decision."

For further information / media queries, contact:

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



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



HINDUJA GROUP