

SML/SEC/2023/003  
13<sup>th</sup> January, 2023

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|--|---|
| Dy. General Manager-<br>Corporate Relationship Department<br>BSE Limited<br>P.J Towers, Dalal Street<br>Fort, Mumbai-400 001 | The Secretary,<br>National Stock Exchange of India Ltd.<br>Exchange Plaza, 5th Floor,<br>Plot no. C/1, G Block<br>Bandra- Kurla Complex<br>Bandra (E), Mumbai – 400 051 |
| <b>Scrip Code: 505192</b>  | <b>Scrip Code: SMLISUZU</b>   |

Dear Sir,

**Subject: Press Release - Auto Expo 2023, India Expo Mart - Greater Noida**

Please find enclosed herewith a copy of Press Release being issued by the Company on 12<sup>th</sup> January, 2023.

This is for your information and record please.

Yours faithfully  
For **SML ISUZU LIMITED**

**(PARVESH MADAN)**  
Company Secretary & Compliance Officer  
ACS-31266  
[pmadan@smlisuzu.com](mailto:pmadan@smlisuzu.com)

**SML ISUZU Limited**

**Regd. Office & Works:**

Village : Asron, Distt. Shahid Bhagat Singh Nagar (Nawanshahar) Punjab - 144533

T +91 1881 270255 F +91 1881 270223

Corporate Office : 204-205, Sector 34-A, Chandigarh - 160135

T +91 172 2647700-10 F +91 172 2615111 W [www.smlisuzu.com](http://www.smlisuzu.com) CIN L50101PB1983PLC005516

Trucks & Buses

January 12<sup>th</sup>, 2023

Auto Expo 2023, India Expo Mart – Greater Noida

## PRESS RELEASE

After long wait and a hiatus of challenging 3 years the Auto Expo is back and 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 makers, not only from India but from all around the globe.

SML Isuzu Ltd., has always been at the foreground in contributing at the nation building in India for almost four decades now and is a pioneer in manufacturing the Commercial Vehicles in India. Bringing in advanced technology and imbining 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.

Coming on to the new products, this year at the Expo we are presenting 4 of our latest products: 1 in cargo segment and other 3 in the passenger segment.

I'm extremely excited to present our all new 24 ft. M.S. Container on Samrat GS platform, all equipped for transportation and logistics of white goods, FMCG, Parcel Delivery, Ecommerce and all manner of volumetric applications. Built on the popular Global Series platform with new interiors offers safety, style, great comfort and economy to help in taking your business a step further. The container truck is even more secure with the Advanced Telematics Solution **SML Saarthi**.

Three other products exhibited here are Front Door Hiroi School Bus, Executive Lx CNG School Bus and Executive Lx Staff Bus. The buses are wide and provide ample space for a safe and comfortable commute. The Executive Staff bus comes with fully reclined pushback seats 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 has wide front overhang door, fully compliant with all School Bus and Safety Norms promises Safety along with Comfort for the kids. The Executive Lx School Bus in CNG offers an environment friendly, safe yet stylish commune to the school for kids.

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Trucks & Buses

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. SML 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. The perpetual quest and endeavor at SML Isuzu is to upgrade and improve the products continuously to enhance customer experience with the buses, trucks & even special application vehicles. We have always aspired and strived to stay ahead as leader in Specialized Mobility Solutions.

Keeping up with the Govt. of India's latest direction for clean-air with encouragement for the eco-friendly vehicles, we strive to keep ourselves updated with the latest developments emerging in the industry on every front. The Indian Automobile Industry has great potential to grow and for that potential to sustain successfully, we need vehicles which are reliable, affordable and uncompromisingly safe. Lots of advancements are there in EV Technology and we are also moving in that direction. 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.

**JUNYA YAMANISHI**  
**MD & CEO**

**SML ISUZU Limited**

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