

# Leyland readies EV plan

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Commercial vehicle major Ashok Leyland is ready with its electric vehicle strategy even as it prepares to shift its entire model line to conform to BS VI emission norms from 1 April 2020, chairman Dheeraj G Hinduja said.

In a message to shareholders in the company's annual report for financial year 2018-19, Mr Hinduja said the firm is also in the process of launching new light commercial vehicles (LCVs) starting April next year.

"Our electric vehicle strategy and roll-out plan is in shape. A competent team has been put in place to pursue this thrust area vigorously," Mr Hinduja said.

Last year, the Hinduja group flagship firm had bagged its first major electric bus order for supply of 50 buses to the Ahmedabad Bus



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**DHEERAJ G HINDUJA**  
CHAIRMAN, ASHOK LEYLAND

Rapid Transit System.

On company's preparedness to upgrade its model line-up to BS VI emission norm standards, he added: "Our state of readiness is next to none in emission conformance and fuel performance."

Mr Hinduja said the company also plans to roll out modular vehicle programme from April next year in order to meet customer needs in a cost-efficient way.

"Building on the success of the current LCV range, a suite of new products in a new platform is being readied for launch from April 2020," he added.

Mr Hinduja said the company is also taking steps to stay relevant in the industry which is witnessing various disruptions in terms of products, technology, among others.

"We intend to take our success in the Indian market to new international frontiers with a wide array of products in trucks and buses," he noted.

On business outlook, Mr Hinduja said with a stable government assuming office augurs well for the Indian business and industry.

The company expects surge in pre-buy towards the second half of this year on account of introduction of BS VI norms from next year, Mr Hinduja said.