

ASHOK LEYLAND – Profile

In 1948, when independent India was one year old, Ashok Leyland was born. We were Ashok Motors then, assembling Austin cars at the first plant, at Ennore near Chennai. In 1950 started assembly of Leyland commercial vehicles and soon local manufacturing under license from British Leyland. With British Leyland participation in the equity capital, in 1954, the Company was rechristened Ashok Leyland.

Since then Ashok Leyland has been a major presence in India's commercial vehicle industry. These years have been punctuated by a number of technological innovations which went on to become industry standards. This tradition of technological leadership was achieved through tie-ups with international technology leaders and through vigorous in-house R&D.

Ashok Leyland vehicles have built a reputation for reliability and ruggedness. The 375,000 vehicles we have put on the roads have shared the additional pressure placed on road transportation in independent India.

The share of goods movement by road, rose from 12% in 1950 to 60% in 1995. In passenger transportation, the jump is equally dramatic: from 25% to 80%. At 60 million passengers a day, Ashok Leyland buses carry more people than the entire Indian rail network. In the populous Indian

metros, four out of the five State Transport Undertaking (STU) buses come from Ashok Leyland. Some of them like double decker and vestibuled buses are unique models from Ashok Leyland, tailor-made for high density routes.

In 1987, the overseas holding by LRLIH (Land Rover Leyland International Holdings Limited) was taken over by a joint venture between the **Hinduja Group**, the Non-Resident Indian transnational group and **IVECO Fiat SpA**, part of the Fiat Group and Europe's leading truck manufacturer.

Global Standards, Global Markets The blue-print prepared for the future reflected the global ambitions of the Company, captured in four words: Global Standards, Global Markets (Liberalisation and globalisation were not yet in the air). Buoyed by the backing of the two international giants, Ashok Leyland embarked on a major product and process technology upgradation to world-class standards of technology.

In the journey towards global standards of quality, Ashok Leyland reached a milestone in 1993 when it became the first in India's automobile industry to win the ISO 9002 certification. The more comprehensive ISO 9001 certification came in 1994. 1994 was also the year, when international technology changed the way India perceived

trucks. The year when a new breed of world class trucks - technologically superior and eco-friendly - rolled out on Indian roads. From our state-of-the-art manufacturing Plant at Hosur, near Bangalore. They carried the name **Cargo**. Cargo brought with it, a new set of values and an unmatched basket of benefits, ushering in a change.

Major milestones in India's commercial vehicle industry.

1966 Full air brakes introduced

1967 Double decker buses introduced

1968 Power steering offered in commercial vehicles

1979 Multi-axled trucks introduced

1980 The international concept of integral bus with air suspension introduced

1992 Self-certification Status for Defence supplies won by a vehicle manufacturer

1992 Vestibuled buses introduced

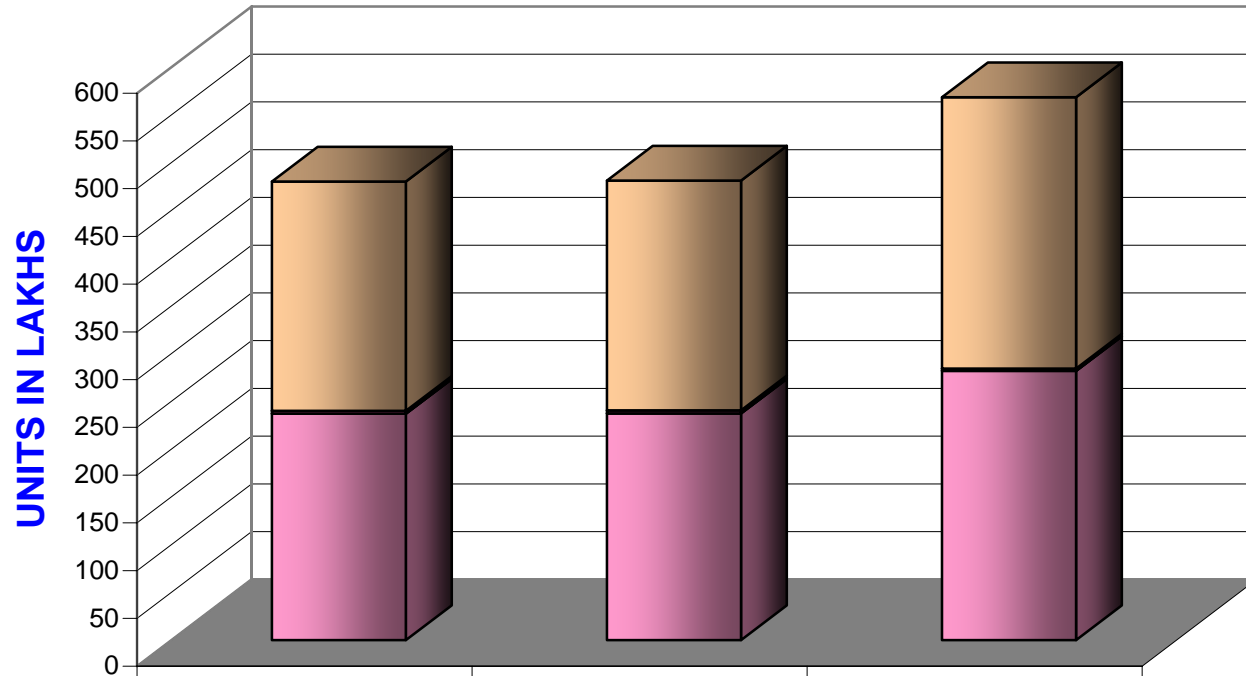
1993 ISO 9002 certification given to an automobile manufacturer

1997 India's first CNG-powered bus joins BEST fleet

1998 QS 9000 certification

2001 ISO 14001 – Environment Management Systems certification

ENERGY CONSUMPTION

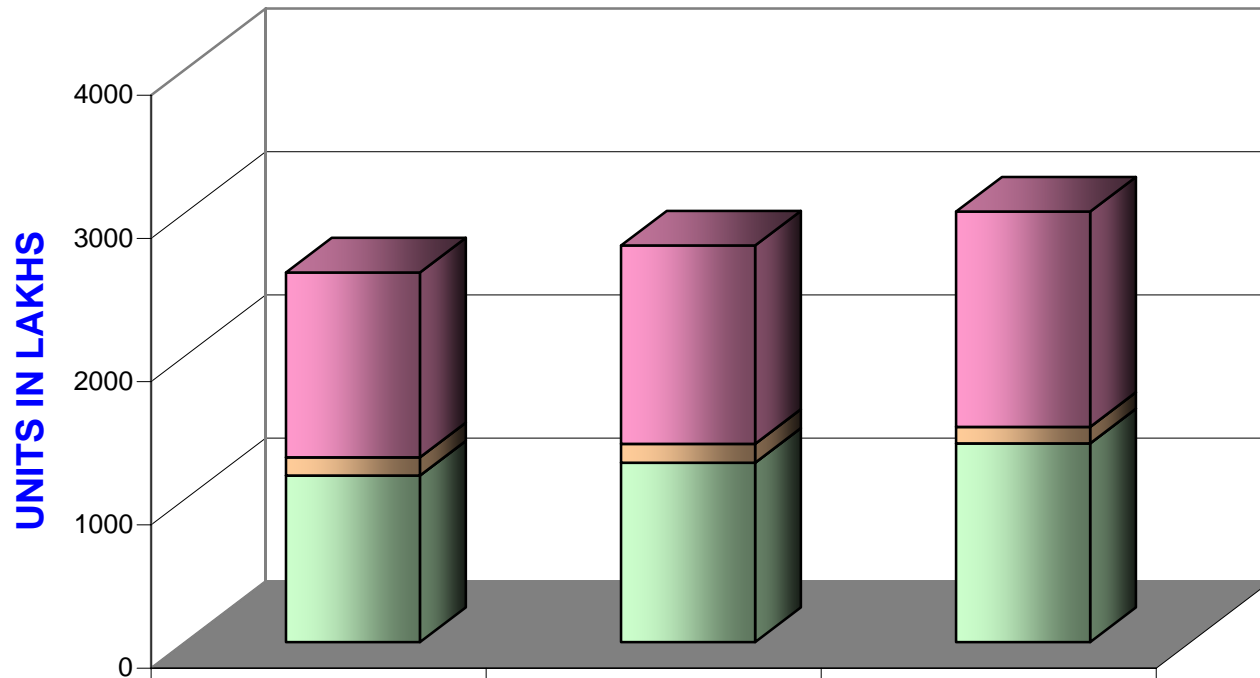


	2001-2002	2002-2003	2003-2004
Total	240.11	240.64	284.27
Own Generation	3.08	3.31	2.35
Purchased Energy	237.03	237.33	281.92

PERIOD

Purchased Energy
 Own Generation
 Total

ENERGY CONSUMPTION - MONEY VALUE

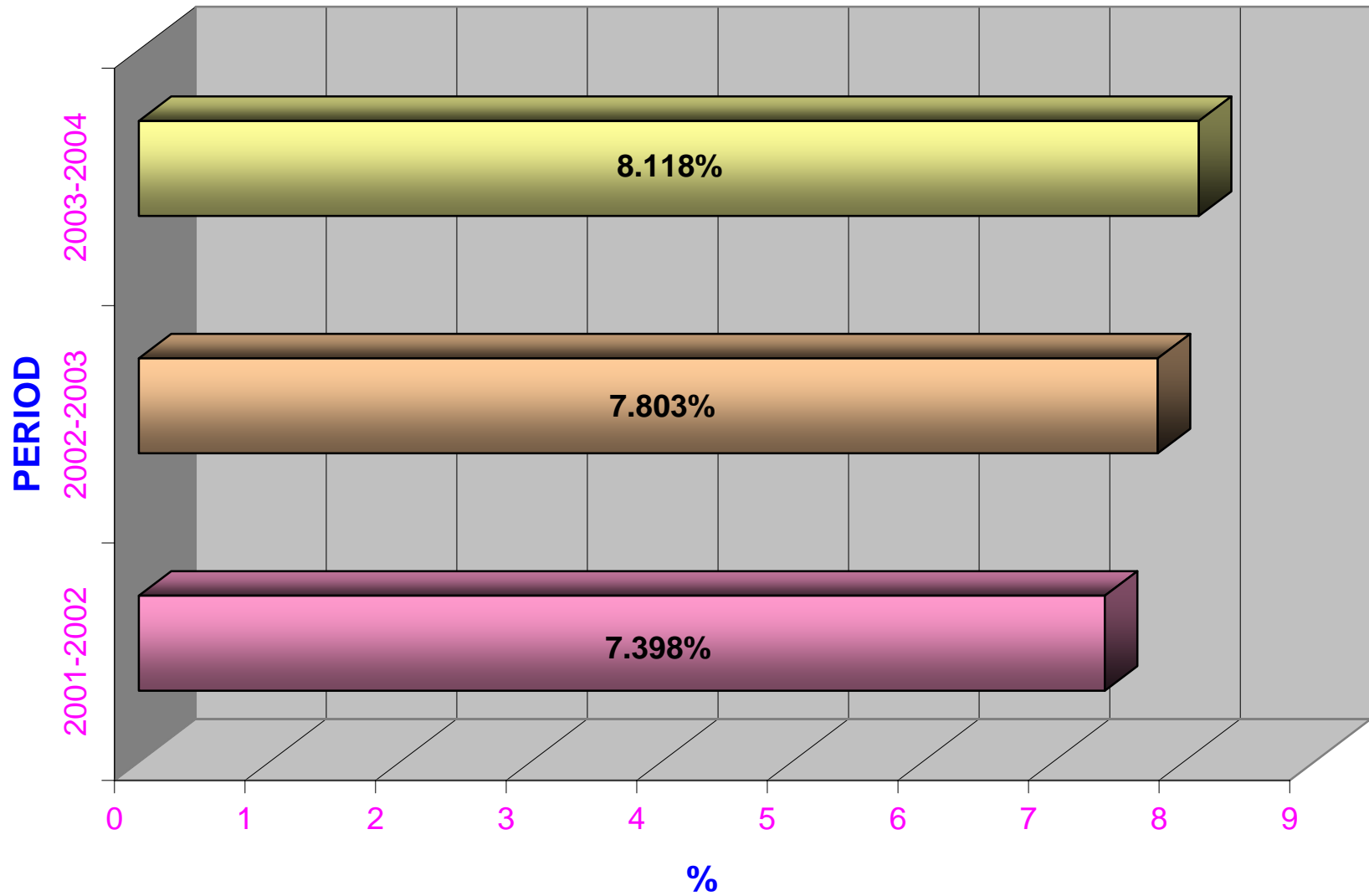


	2001-2002	2002-2003	2003-2004
Total Cost	1290.41	1384.32	1502.74
Own Generation Cost	127.26	132.31	115.36
Purchased Energy Cost	1163.15	1252.01	1387.38

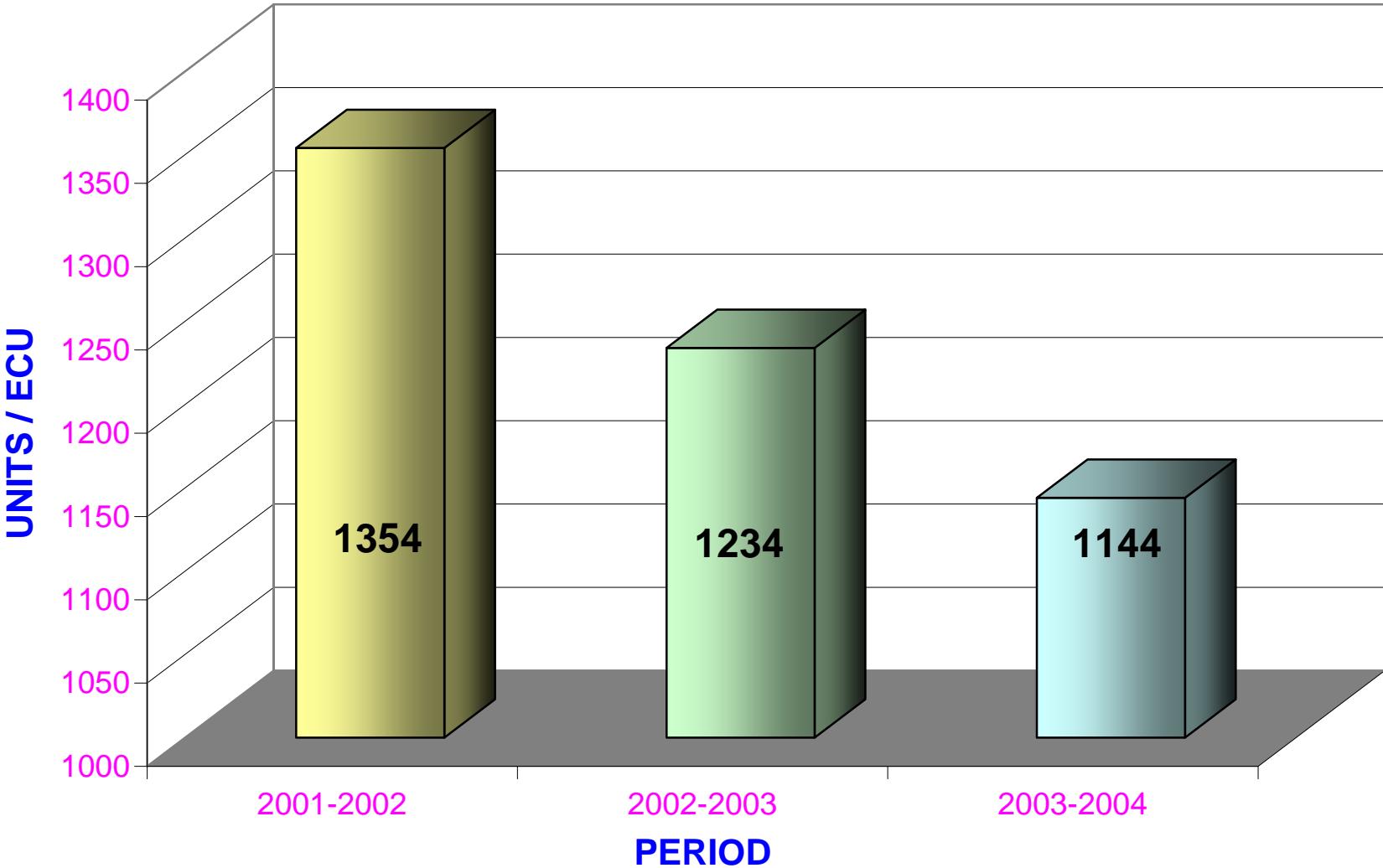
PERIOD

■ Purchased Energy Cost
 ■ Own Generation Cost
 ■ Total Cost

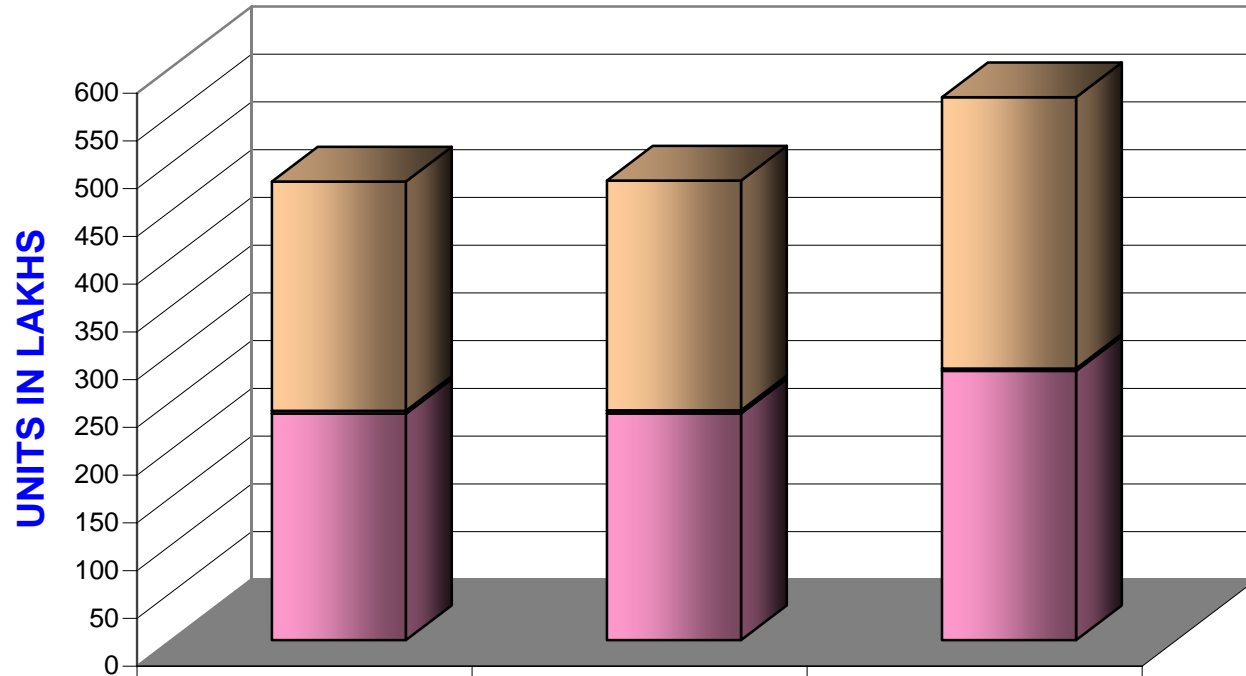
ENERGY COST AS % OF MANUFACTURING COST



SPECIFIC ENERGY CONSUMPTION



ENERGY CONSUMPTION



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PERIOD

Purchased Energy
 Own Generation
 Total

Energy Policy

We at Ashok Leyland are committed to conserve Electrical Energy through a Comprehensive Energy Policy and a Proactive Approach in Planning and Executing our Manufacturing and Service Activities.

Towards this objective our energy policy is

- ❖ To conserve electrical energy by optimizing its usage through scientific methods.
- ❖ To focus on Global energy conservation methods like Capacity Utilization, Fine Tuning and Technology up gradation.
- ❖ To create an awareness of energy conservation at all levels and encouraging them to take part in the conservation program.
- ❖ To monitor continuously through a better energy management system.

Trend Setter

- (1) Our engines are being tested in Engine assembly area by dynamometers which works with water force.
The cold water from the tank is pumped by means of Cold Water pump goes through the process gets heated up.
The hot water is pumped back to the cooling tower by means of hot water pump. The cold water pump removes the excess heat from the water and it is recycled to the tank. The process repeats.

The cooling tower fan motor is running continuously without adding any value because of the only main switch and starter arrangement.

An innovative electrical circuit was designed by us using RTD and a Temperature controller so that the Cooling tower motor will work when the set temperature is reached and hence resulting in energy savings.

- (2) The original system of table drive arrangement in our FN2 / FN3 Milling machines were modified with a 3 Phase AC induction Motor controlled by AC variable speed drives.

This resulted in elimination of the gear box, clutches and the usage of gear box oil.

We achieved a savings of Rs.2 lakhs per machine in Maintenance Cost. We have completed in 30 machine so far...