



ASK AUTOMOTIVE LIMITED

(Formerly known as ASK Automotive Private Limited)

Date: March 4, 2024

BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai - 400 001
Scrip Code: 544022
ISIN No.: INE491J01022
Re.: ASK Automotive Limited

National Stock Exchange of India
Limited Exchange Plaza, C-1, Block -
G, Bandra Kurla Complex, Bandra
(East), Mumbai - 400 051 Symbol:
ASKAUTOLTD
ISIN No.: INE491J01022
Re.: ASK Automotive Limited

Sub: Press Release – March 4, 2024

Dear Sir/Madam,

Pursuant to the regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith a copy of the press release titled “**ASIABRAKE 2024 Unveils Groundbreaking Insights and Discussions on Future of Mobility and Brake Systems Engineering**”.

This is for your information and record.

Thanking you.

Yours Faithfully,
For **ASK Automotive Limited**

RAJANI SHARMA
Digitally signed by
RAJANI SHARMA
Date: 2024.03.04
15:34:37 +05'30'

Rajani Sharma
**Vice President (Legal) Company Secretary &
Compliance Officer**

Encl: a/a

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ASIABRAKE 2024 Unveils Groundbreaking Insights and Discussions on Future of Mobility and Brake Systems Engineering

Leading Global Experts Gather at ASIABRAKE 2024 to Explore Mega Trends in Automotive Technology

Gurugram, March 4, 2024: ASIABRAKE 2024, the 10th Annual Conference & Exhibition, commenced today at The Leela Ambience Gurugram, Delhi NCR, India, bringing together industry leaders, experts, and enthusiasts to explore the latest advancements and trends in brake systems engineering. The conference provided an insightful journey into the evolving landscape of automotive technology.

The event witnessed the presence of leading OEMs and component manufacturers from the domestic and international market, including **Maruti Suzuki India Limited, Brakes India Private Limited, Brembo Brake India, Hitachi Astemo India Ltd** amongst the others.

During the opening addresses, **Mr. Kuldip Singh Rathee, Chairman and Managing Director, ASK Automotive Limited and Advisory Board member, ASIABRAKE**, set the tone for an engaging discourse on the trajectory of mobility in the Indian market. He said, *"Celebrating our nation's remarkable economic ascent, ASK Automotive stands as an example of innovation in India's automotive sector, boasting a commanding 50% market share in 2W Advanced Braking Systems. With sustainability, and technological advancement, we are proud to lead the charge towards a future where mobility knows no bounds. Our robust in-house R&D and design capabilities enable us to anticipate and adapt to technological shifts, ensuring leadership in the EV, Commercial Vehicle, and Passenger Vehicle sectors."*

Mr. Aman Rathee, Executive Director at ASK Automotive Limited and General Chair, Steering Committee, ASIABRAKE, said, *"I am thrilled to welcome you all to the 10th Annual ASIABRAKE Conference & Exhibition. This year, our agenda spans a diverse range of topics, from business and strategic planning to cutting-edge technological advancements. With a line-up of 20+ expert speakers and over 50 sponsors, this conference promises to be a techno-commercial extravaganza."* Highlighting the significance of the occasion, **Dr. Hanif Qureshi, Additional Secretary, Ministry of Heavy Industries, Government of India**, delivered the keynote address.

The day kicked off with a wide range of interactive discussions led by prominent figures in the automotive sector. **Dr. Tapan Sahoo, Executive Director of Engineering Research, Design & Development at Maruti Suzuki India Limited**, spearheaded a compelling panel titled **"Future of Mobility in India: OEM"**. Envisioning a new era of mobility in India, he highlighted, *"The ACES paradigm—Autonomous, Connected, Electric, and Shared—reshaping the industry, the push for electric two-wheelers and safety norms need affordable, connected, and environmentally friendly mobility solutions."*

Following this, a multifaceted panel discussion titled **"Current Market Trends for Electric, Hybrid and ICE Vehicles"** brought together experts from across the world. **Dr. Theo Grigoratos, Joint Research Centre (JRC), EU Commission, Dr. James Fash, Zoox, USA, Mr. Thomas Feng, Link China and Mr. Boon Teeraprawatekul, Thailand EV Association** emphasised the increase in shift from ICE vehicles to EVs, and its growing adoption in their respective regions.

Continuing the informative discussion, the panel titled **"Current Market Trends in India: Tier 1"**, saw **Mr. M P Raajha, Regional Director, Brake Business Unit Asia, Hitachi Astemo India Ltd, Mr. Kark Sankarnarayan, Vice President Marketing, Brakes India Private Limited and Mr. Naveen Sahni, Sales and Technical Operating Director at Brembo Brake India**. Highlighting the industry's transformative

journey towards carbon neutrality and safety enhancements, the panel spoke about noise-free solutions, importance of sustainability in automotive operations resulting in growing penetration of EVs across segments.

ASIABRAKE 2024 presented attendees with the opportunity to network and explore innovative solutions showcased by industry leaders via an exhibition setup that provided a platform for collaboration and knowledge exchange among participants.

For further information:

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