



ASK AUTOMOTIVE LIMITED

(Formerly known as ASK Automotive Private Limited)

Date: March 3, 2025

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 3, 2025

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 “**ASK Automotive Limited enters into strategic partnership with Kyushu Yanagawa Seiki Co., Ltd. (Japan) for Manufacturing High Pressure Die Casted Alloy Wheels for Two-Wheeler (2W)**”.

This is for your information and record.

Thanking you.

Yours Faithfully,
For **ASK Automotive Limited**

RAJANI SHARMA
Digitally signed by
RAJANI SHARMA
Date: 2025.03.03
17:24:40 +05'30'

Rajani Sharma
Vice President (Legal) Company Secretary
& Compliance Officer
Membership No.: ACS14391

Encl: a/a

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ASK Automotive Limited enters into strategic partnership with Kyushu Yanagawa Seiki Co., Ltd. (Japan) for Manufacturing High Pressure Die Casted Alloy Wheels for Two-Wheeler (2W)

New Delhi, March 03, 2025: ASK Automotive Limited, India's largest brake shoe and advanced braking systems manufacturer for two-wheelers, today announced signing of Technical Assistance and License Agreement for Cast Wheel Production (Agreement) with Kyushu Yanagawa Seiki Co., Ltd., Japan (KYSK) for manufacturing high pressure die casted alloy wheels for two-wheeler (Products) with KYSK offering technical expertise and knowledge sharing under the Agreement.

The Products to be manufactured under the Agreement will be supplied to the identified Japanese customer (Identified Customer).

The Company aims to design, develop, and manufacture high-quality Alloy Wheels to add value for two-wheelers that will ensure safety, align with world-class standards, and deliver products of superior performance.

Speaking about the strategic partnership with KYSK, **Mr. Kuldip Singh Rathee, Chairman and Managing Director, ASK Automotive Limited, said,** *"With over three decades of experience in the Indian automotive industry, we have a deep understanding of the market and the needs of OEMs. Today, alloy wheels have become a critical component across all segments, especially in two-wheelers, ranging from premium-level to entry-segment. Our legacy and expertise in Aluminium Light Weighting Precision Solutions will support the development of high pressure die casted alloy wheels for two-wheeler. Our partnership with KYSK will facilitate us with critical technical assistance and know-how, helping us meet the required standards and manufacture the best in class products for our Identified Customer."*

About ASK Automotive Limited

ASK Automotive Limited is the largest manufacturer of brake shoes and advanced braking systems for two-wheelers in India with ~50% market share in OEMs. The Company has three decades of track record in supplying critical safety systems and complex precision solutions. The Company offers powertrain-agnostic products in both automotive and non-automotive segments with a focus on EV and Exports. The Company has diversified its operations and offers products under Advanced Braking Systems, Aluminium Light weighting precision solutions, and Safety Control Cables business segments. The Company has state-of-the-art strategically located manufacturing facilities in close proximity to the customers in India and is backed by Strong In-house R&D, Engineering and Design Centre. The Company have long-standing customer relationships with both Indian and Global OEM Players.

About Kyushu Yanagawa Seiki Co., Ltd.

Kyushu Yanagawa Seiki, Co., Ltd.(KYSK) started operations as a motorcycle wheel supplier for Honda Motor Co., Ltd. Since then, KYSK have pursued for the possibilities of aluminum die cast technology to realize mass production of weldable die cast parts and hollow die cast products.

KYSK's technology has taken the form of sport motorcycles that are loved by motorcycle fans the world over. In Southeast Asian countries such as Thailand and Vietnam, scooters with die cast wheels equipped with KYSK's technology run side by side. Now KYSK's products are being used in the engine parts of hybrid cars and in housings for electric and electronic parts, and KYSK is challenging itself to expand its business further.

KYSK strives to take manufacturing to the utmost limits, while engaging in human resources development and environmental impact reduction activities. KYSK is determined to continue providing parts for two-and four-wheel vehicles that give satisfaction to its global customers.

ASK Automotive Ltd. Is listed on NSE (ASKAUTOLT) and BSE (544022).

For further information:

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