

Ashok Leyland plans major expansion in Western India

Our Bureau

Pune

Ashok Leyland, the Indian flagship of the Hinduja Group and one of the country's leading commercial vehicle manufacturers, has announced a major expansion plan in Western India, including in Maharashtra, with 30 touchpoints to be added to its existing network of 150 touchpoints in the region.

LCV DEMAND

The move comes as the company seeks to tap into Western India's robust economic growth, rapid infrastructure development, and rising demand for light commercial vehicles (LCVs).

The expansion is aimed at strengthening its market presence and enhancing service accessibility across the region.

Currently, Ashok Ley-

land's LCV business in Western India operates through 29 dealer partners, 130 service workshops, and over 350 Ashok Leyland Trained Technicians (ALTTs).

The existing network ensures service availability approximately every 35 km.

Over the next year, the company plans to improve this reach further, targeting a touchpoint every 25 km to enhance customer convenience and after-sales support.

The company said it is driving growth through innovation and advanced technology, backed by an expanding market share and a strong LCV portfolio.

By focusing on region-specific transport solutions catering to diverse industries, Ashok Leyland aims to support the region's economic momentum while reinforcing its leadership in the commercial vehicle segment.