

## Ashok Leyland Limited - Strategy and SWOT Report

**Description:** Ashok Leyland Limited - Strategy and SWOT Report, is a source of comprehensive company data and information. The report covers the company's structure, operation, SWOT analysis, product and service offerings and corporate actions, providing a 360° view of the company.

**Features:**

- Detailed information on Ashok Leyland Limited required for business and competitor intelligence needs
- A study of the major internal and external factors affecting Ashok Leyland Limited in the form of a SWOT analysis
- An in-depth view of the business model of Ashok Leyland Limited including a breakdown and examination of key business segments
- Intelligence on Ashok Leyland Limited's mergers and acquisitions (M&A), strategic partnerships and alliances, capital raising, private equity transactions, and financial and legal advisors
- News about Ashok Leyland Limited, such as business expansion, restructuring, and contract wins
- Large number of easy-to-grasp charts and graphs that present important data and key trends

**Highlights:**

Ashok Leyland Limited (Ashok Leyland or "the company"), the flagship company of The Hinduja Group, is engaged in manufacturing and marketing of commercial vehicles. Its product portfolio includes trucks, buses, defense vehicles, and engines. The company primarily operates in Asia. It is headquartered in Chennai, India and employed 15,734 people as on March 31, 2012. The company recorded revenues of INR128,419.9 million (\$2,658.3 million) during the financial year ended March 2012 (FY2012), an increase of 14.9% over FY2011. The operating profit of the company was INR9,048.8 million (\$187.3 million) during FY2012, a decrease of 4.4% as compared to FY2011. The net profit was INR5,659.8 million (\$117.2 million) in FY2012, a decrease of 10.3% as compared to FY2011. - Other income and finance costs are not included for arriving at operating profit.

**Reasons to Purchase:**

- Gain understanding of Ashok Leyland Limited and the factors that influence its strategies
- Track strategic initiatives of the company and latest corporate news and actions
- Assess Ashok Leyland Limited as a prospective partner, vendor or supplier
- Support sales activities by understanding your customers' businesses better
- Stay up to date on Ashok Leyland Limited's business structure, strategy and prospects

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