

30th September, 2019

BSE Limited,
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai 400 001.
Scrip code: 532343

National Stock Exchange of India Ltd.,
Exchange Plaza, 5th Floor,
Bandra-Kurla Complex,
Bandra (E), Mumbai 400 051.
Scrip code: TVSMOTOR

Dear Sir,

**Reg : Press Release - TVS Motor Company Launches TVS XL100
Comfort i-Touchstart**

We enclose a Press Release regarding "TVS Motor Company Launches TVS XL100
Comfort i-Touchstart", for dissemination.

Thanking you,

Yours truly,
For TVS MOTOR COMPANY LIMITED


K Srinivasan
Company Secretary

Press Release



TVS Motor Company Launches TVS XL100 Comfort i-Touchstart

~ Positioned as an easy to start, easy to use, easy to ride two-wheeler on any kind of road conditions for the entire family

~ Offers useful & tech-savvy features for a more convenient commute

Vijayawada, September 30, 2019: TVS Motor Company, a reputed manufacturer of two-wheelers and three-wheelers, today announced the launch of their TVS XL100 Comfort i-Touchstart variant. The vehicle comes fitted with improved styling elements like stylish & elegant headlamp fairing, long and comfortable dual tone seat with cushion back rest, chrome elements – Chrome leg guard & Chrome silencer guard, and front hydraulic suspension that ensure enhanced comfort while commuting.

Commenting on the occasion, **Mr. S Vaidyanathan, Vice President – Utility Products, TVS Motor Company**, said, *“Through the years, TVS XL brand has stood by its philosophy of customer satisfaction, which helped us cross the 1.25 Crore + happy customers milestone. The launch of the TVS XL 100 Comfort i-Touchstart variant is an extension of this philosophy, as it aims to offer a series of new age features for our growing customer needs, promising better comfort through its compact and lightweight design with automatic gear, making this vehicle one of the most affordable two wheelers available in the market”.*

New Features include:

- i-TouchStart
- Mobile Charging option
- Sync Braking Technology
- LED DRL apart from hydraulic suspension
- Long & comfortable dual tone seat
- Cushion back rest
- Improved styling elements
 - Chrome leg guard
 - Chrome silencer guard

The TVS XL100 Comfort i-Touchstart comes with an innovative first of its kind in the two-wheeler segment, electric start technology ‘i-Touchstart’* with integrated starter generator system. This variant will also offer an array of features including mobile charging option to remain connected on the go, motorcycle like front hydraulic suspension, 16” large wheels suitable for any road conditions, easy centre stand, sync braking technology for better braking, and attractive body graphics, further complementing the overall spiel of the vehicle. Powered by a high spark energy engine that provides solid performance with great pick up, it comes mated to a 99.7cc four stroke engine with maximum power [3.20kW \(4.3 bhp\) @ 6000rpm](#) and maximum torque [6.5 Nm @ 3500 rpm](#).

Available at a highly affordable price point, the vehicle will offer three unique colour schemes - *Cool Mint Blue, Luster Gold* and *Sparkling Silver*. The vehicle will be launched in Andhra Pradesh followed by a phased launch in other markets. The price of the newly launched XL100 Comfort i-Touchstart starts from Rs. 41,234 (Ex- Showroom, AP).

Press Release



Currently TVS XL 100 has five variants under its name - XL100, XL100 Comfort, XL100 Heavy Duty, XL100 Heavy Duty i-Touchstart, and the new XL100 Comfort i-Touchstart.

About TVS Motor Company

TVS Motor Company is a reputed two and three-wheeler manufacturer and is the flagship company of the USD 8.5 billion TVS Group. We believe in Championing Progress through Mobility. Rooted in our 100-year legacy of Trust, Value, and Passion for Customers and Exactness, we take pride in making internationally aspirational products of the highest quality through innovative and sustainable processes. We endeavour to deliver the most superior customer experience at all our touch points across 60 countries. We are the only two-wheeler company to have received the prestigious Deming Prize. Our products lead in their respective categories in the J.D. Power IQS and APEAL surveys for four years. We have been ranked No. 1 Company in the J.D. Power Customer Service Satisfaction Survey for consecutive four years. For more information, please visit www.tvsmotor.com.

For further information, please contact

Varghese M Thomas vm.thomas@tvsmotor.com

Nikita Verma nikita.verma@tvsmotor.com

