

22<sup>nd</sup> July 2019

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

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

Dear Sir,

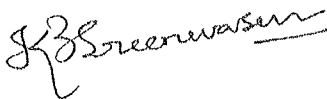
**Reg : Compliance under Regulation 30 of SEBI (Listing Obligations  
and Disclosure Requirements) Regulations, 2015**

We furnish herewith the disclosure pursuant to Regulation 30 of SEBI (Listing  
Obligations and Disclosure Requirements) Regulations, 2015.

This is for your information.

Thanking you,

Yours faithfully,  
For TVS MOTOR COMPANY LIMITED



K S Srinivasan  
Company Secretary

## **PRESS RELEASE**

### **TVS Motor Singapore to invest US\$7 Million in Scienaptic Systems, an AI powered Decision Platform**

**Singapore and New York, USA – July 22, 2019** – TVS Motor (Singapore) Pte. Limited, a wholly-owned subsidiary of TVS Motor Company Limited, India, has signed definitive agreements to invest US\$7 million in Scienaptic Systems Inc., a Delaware corporation, headquartered in New York City. TVS Motor (Singapore) Pte. Limited led this Series A funding in Scienaptic. The closing of the investment is subject to obtaining appropriate regulatory approvals.

Scienaptic has combined latest big data technologies and proprietary machine learning and artificial intelligence algorithms on its decision platform, “Ether”. Solutions built on Ether enable enterprises to improve risk and credit assessment, monitor evolving fraud patterns, and improve customer journeys and experience. Scienaptic counts several marquee Fortune 100 enterprises as its clients.

Rajesh Narasimhan, Board Member of TVS Motor Company and CEO of TVS Motor (Singapore), stated that “We evaluated many companies providing big data analytics and risk management solutions and found Scienaptic’s product offerings and solutions with their ability to help organizations leverage actionable insights through the power of a strong analytics platform to be a clear differentiator and a unique proposition. Scienaptic’s end-to-end data analytics solution, with applicability to customers in various industries, has the potential to generate a new profit stream for our group. We are happy to invest in, and strategically partner with, Scienaptic as they continue to pursue bottom-line impact for Fortune 100 companies, and to leverage Scienaptic for our businesses. Our current investment in Scienaptic is part of the initial set of investments being made in strategically relevant digital startups.”

Pankaj Kulshreshtha, Founder & CEO of Scienaptic added, “We are witnessing the adoption of our AI platform at Fortune 100 companies. With the cutting edge instruments on our platform, companies are able to drive adoption of AI in their processes. The investment by TVS enables us to accelerate our sales and product development. We found a significant match in value systems between the two organizations and believe that our collective strengths will enable Scienaptic to grow exponentially and become a global leader in AI-powered decisioning space.”

#### **About TVS Motor Company & the TVS Group**

TVS Motor Company is a public listed company, headquartered in India. It is a highly-reputed two and three-wheeler manufacturer, and the flagship company of the USD 8.5 billion TVS Group. Rooted in the 100-year legacy of Trust, Value, Passion for Customers and Exactness, it takes pride in making [internationally aspirational products of the highest quality through innovative and sustainable processes. TVS Motor Company is also the only two-wheeler company to have received the prestigious Deming Prize. It is the third largest two-wheeler manufacturer in India and ranks in the top 10 globally. The company has an excellent track record with innovation and quality and is the market leader in customer service.

TVS Motor (Singapore) Pte. Limited, headquartered in Singapore, is a wholly-owned subsidiary of TVS Motor Company that is being leveraged to operationalize a digital technology startup focused on the Automotive and Fintech industries, with portfolios and offerings that will deliver high quality solutions to help address real life business challenges by harnessing the power of Analytics, Artificial Intelligence (AI), Augmented Reality (AR), Internet of Things (IoT), Machine Learning (ML) and Virtual Reality (VR). The strategy adopts both inorganic and organic means for the initial build out and subsequent expansion and growth.

### **About Scienaptic**

Scienaptic Systems Inc., a Delaware corporation, headquartered in New York City, is an AI-powered decision making platform company. Its technology platform “Ether” enables large enterprises to bring together various internal and external data sources at customer level. This customer data is used to build advanced predictive models that are compliant with regulatory requirements. Highly customized customer management strategies are then designed and executed on Ether. This differentiates its clients businesses from their competition by improving customer experience and lowering costs / losses to class leading levels.

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## TVS MOTOR COMPANY LIMITED

### Disclosure under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (SEBI LODR)

#### Disclosure for Acquisition of shares (including agreement to acquire):

S.No	Particulars	Details
1	Name of the target entity, details in brief such as size, turnover etc.;	Name of Target: Scienaptic Systems Inc. (US incorporated entity)  Details of Target: Scienaptic provides end-to-end big data analytics and related solutions and risk management solutions to its customers, through its technology platform, offering end-to-end decision making solutions on its platform powered by machine learning and artificial intelligence. Its artificial intelligence powered decision platform enables enterprises to improve risk and credit assessment, monitor evolving fraud patterns, and improve customer journeys and experience.
2	Whether the acquisition would fall within related party transaction(s) and whether the promoter/ promoter group/ group companies have any interest in the entity being acquired? If yes, nature of interest and details thereof and whether the same is done at "arms length";	No.
3	Industry to which the entity being acquired belongs	Information Technology

<b>4</b>	Objects and effects of acquisition (including but not limited to, disclosure of reasons for acquisition of target entity, if its business is outside the main line of business of the listed entity);	Scienaptic excels in its product offerings and solutions combined with its ability to help organizations leverage actionable insights through the power of a strong analytics platform. Scienaptic's end to end data analytics solution have applicability to customers in various industries. By this investment TVS Motor (Singapore) Pte. Limited, wholly owned subsidiary of TVS Motor Company Ltd. (TVSM), will partner with Scienaptic as they continue to pursue bottom-line impact for Fortune 100 companies and leverage Scienaptic's technology platform for the benefit of the TVSM and its subsidiaries.
<b>5</b>	Brief details of any governmental or regulatory approvals required for the acquisition;	Prior approval of the Reserve Bank of India would be sought before closing of the investment.
<b>6</b>	Indicative time period for completion of the acquisition;	By 30th September 2019
<b>7</b>	Nature of consideration - whether cash consideration or share swap and details of the same;	Cash
<b>8</b>	Cost of acquisition or the price at which the shares are acquired;	USD 7,025,000.
<b>9</b>	Percentage of shareholding / control acquired and / or number of shares acquired;	2,195,999 Series A Preferred stock
<b>10</b>	Brief background about the entity acquired in terms of products/line of business	Scienaptic is an AI powered decision making platform company providing end-to-end big data analytics and solutions and risk

	<p>acquired, date of incorporation, history of last 3 years turnover, country in which the acquired entity has presence and any other significant information (in brief);</p>	<p>management solutions to its customers. Its technology platform 'Ether' enables enterprises to improve risk and credit assessment, monitor evolving fraud patterns and improve customer experience.</p> <p>Scienaptic Systems Inc., USA</p> <p>Date of incorporation: 13 August 2014</p> <p>Turnover (Standalone) : (Financial Year: Apr to Mar)</p> <ul style="list-style-type: none"> <li>• FY 16-17 : \$ 1,271,999</li> <li>• FY 17-18 : \$ 1,508,080</li> <li>• FY 18-19 : \$ 2,860,691</li> </ul>
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