

8th June, 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 becomes the official sponsor
for the Bangladesh National Football team

We enclose a Press Release regarding "TVS Motor Company becomes the official
sponsor for the Bangladesh National Football team", for dissemination.

Thanking you,

Yours truly,
For TVS MOTOR COMPANY LIMITED



K S Srinivasan
Company Secretary

Encl : a/a

PRESS RELEASE



TVS Motor Company becomes the official sponsor for the Bangladesh National Football team

Forges a two-year association

Dhaka, June 08, 2019: TVS Motor Company, a reputed manufacturer of two-wheelers and three-wheelers in the world, today announced their sponsorship tie up with Bangladesh Football Federation (BFF) for a period of two years. As a first step, the official FIFA World Cup Asian Qualifier jersey for the Bangladesh team featuring TVS Motor Company branding was handed over to the Captain Jamal Bhuyan and to the rest of the team today.

As per the association, TVS Auto Bangladesh, distribution partner for two wheelers of TVS Motor Company, will be sponsoring the National Team for the next two years through World Cup Qualifier, Asian Cup Qualifiers, International Friendlies and the BFF Intercontinental cup. TVS Auto Bangladesh will also sponsor the Bangladesh Premier League where 13 top football clubs participate.

Commenting on the association, **Mr. R. Dilip, Senior Vice President**, TVS Motor Company said, “We, at TVS Motor Company, have always been committed to driving initiatives which resonate strongly with the youth of Bangladesh – who form a substantial chunk of our customer base. We are happy to associate with the Bangladesh Football Team and encourage their endeavour towards making a mark on the international platform. While this is our first association with Football in the country, we have a long history of supporting sports in Bangladesh – our key market. We wish the team the very best!”

Elaborating on the nature of the association, **Ikram Hussain, MD, TVS Auto Bangladesh** said, *“It gives us immense pleasure to become the official sponsor partners of the Bangladesh National Football Team. Football is the second biggest sport in Bangladesh in terms of fan*

PRESS RELEASE



following which draws interest across the country from diverse age bands and has unparalleled reach. TVS Motor has always focused on strategies that vary based on the target audience and we believe that this association will resonate with our target group of two-wheeler customers.”

The association begins with The FIFA World Cup Asian Qualifier which is a two-day match between six regions. The First Round is held in two segments. Six of the seven matches of the first segment was held on June 6, 2019 and the second segment of the first round will conclude on June 11, 2019.

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 JD Power IQS and APEAL surveys for the past four years. We have been ranked No. 1 Company in the JD Power Customer Service Satisfaction Survey for consecutive three years. For more information, please visit www.tvsmotor.com.

For further information, please contact:

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