

9th January 2023

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

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

Dear Sir,

Reg : Press Release - TVS Motor Company launches New TVS Metro Plus 110 in Bangladesh

We enclose a Press Release regarding "**TVS Motor Company launches New TVS Metro Plus 110 in Bangladesh**", for dissemination.

Thanking you,

Yours truly,
For TVS MOTOR COMPANY LIMITED

K S Srinivasan
Company Secretary

Encl : a/a

PRESS RELEASE



TVS Motor Company launches New TVS Metro Plus 110 in Bangladesh

The New TVS Metro Plus 110 comes with LED Headlamps, USB charging port, New Dual-Tone colours, and Synchronized Braking Technology

Dhaka, January 09, 2023: TVS Motor Company, a reputed manufacturer of two-wheelers and three-wheelers in the world, today announced the launch of its TVS Metro Plus 110 refresh in Bangladesh. The motorcycle boasts upgraded features that are identified as customer needs in this segment. The renewed styling and safety aspects of the product will cater to the new generation and the growing customer demand in the Bangladesh market.

The New TVS Metro Plus 110 has an elevated stylish quotient with look, a premium 3D logo and a stylish dual-tone muscular fuel tank. The motorcycle is known for its technologically advanced features delivering on the commuter needs of mileage, safety, comfort and style.

Speaking on the occasion, **Mr. Rahul Nayak, Vice President, International Business, TVS Motor Company**, said, *"We are excited to launch the New TVS Metro Plus in Bangladesh which is one of our key international markets. The product will cater to the growing mobility needs of the country by addressing durability and comfort. It also comes loaded with features to give our customers a quality experience. With the launch of this motorcycle and our vast service network in Bangladesh, I am confident that we will carve a new benchmark in customer satisfaction."*

KEY FEATURES

- New Dual-Tone colours
- Stylish red coloured shock absorbers
- Synchronized braking
- LED headlamp
- USB charging port

Mr. J. Ekram Hussain, Managing Director, TVS Auto Bangladesh Ltd, said, *"TVS Metro Plus is the most popular motorcycle with features that strengthen the TVS Motor's portfolio in the country. The motorcycle will be sold across our 335 sales outlets and will be serviced at 328 service touchpoints making it the widest service network across Bangladesh. Our 15 years of long and committed association with TVS Motor Company has seen popular offerings for customers in moped, motorcycle and scooter segments."*

The product has an array of impressive features such as an all-gear electric start, aluminium grab rail, chrome muffler guard and a sporty instrument cluster. The motorcycle will be available in Electric Start Alloy Wheel variants and will come in three colour schemes – with two new dual-tone colours.

TVS Metro Plus has sold over 1.2 lakhs units in Bangladesh since its first launch and delivers the best-in-class mileage of 86kmpl. TVS Motor Company offers a standard two-year warranty and six free services on all the TVS products.

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Website: www.tvsmotor.com **Email:** corporate@tvsmotor.com **CIN:** L35921TN1992PLC022845

Regd Off: Chaitanya, No. 12, Khader Nawaz Khan Road, Nungambakkam, Chennai – 600 006

The New TVS Metro Plus 110 will be available at all TVS Auto Bangladesh showrooms.

About TVS Motor Company

TVS Motor Company is a reputed two and three-wheeler manufacturer globally, championing progress through Mobility with a focus on sustainability. 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 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 five years. We have been ranked No. 1 Company in the J.D. Power Customer Service Satisfaction Survey for consecutive four years. Our group company Norton Motorcycles, based in the United Kingdom, is one of the most emotive motorcycle brands in the world. Our subsidiaries in the personal e-mobility space, Swiss E-Mobility Group (SEMG) and EGO Movement, have a leading position in the e-bike market in Switzerland. TVS Motor Company endeavours to deliver the most superior customer experience across 80 countries in which we operate.

For more information, please visit www.tvsmotor.com

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