

20th December 2021

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 partners with what3words to offer a seamless navigation experience to its customers

We enclose a Press Release regarding **"TVS Motor Company partners with what3words to offer a seamless navigation experience to its customers"**, for dissemination.

Thanking you,

Yours truly,
For TVS MOTOR COMPANY LIMITED



K S. Srinivasan
Company Secretary

Encl : a/a

Press Release



TVS Motor Company partners with what3words to offer a seamless navigation experience to its customers

The first Indian two-wheeler company to bring this unique addressing system

[For images and video, click here](#)

Hosur, December 20, 2021: TVS Motor Company, a reputed manufacturer of two-wheelers and three-wheelers globally, has today announced the integration of the innovative location technology, what3words into its customer app – TVS Connect. Beginning today, TVS Connect users can share and navigate to any location using three simple words. Illustrative of its industry-leading commitment to a superior customer experience through technology prowess, TVS Motor Company has become the first Indian two-wheeler manufacturer to bring this unique addressing system to its customers.

what3words is an easy way to identify precise locations. It has divided the world into a grid of 3-metre squares and given each square a unique combination of three random words: a what3words address. For example, ///routine.ballpoint.snares is the what3words address for TVS Motor Company's HQ precise entrance in Chennai. Integrating what3words into the TVS Connect app allows customers to navigate the world more efficiently and meet friends and fellow riders in places without street addresses, such as scenic roadside viewpoints or community ride meeting points.

Speaking on the partnership, **Saurabh Khullar – Assistant Vice President, Digital Marketing, TVS Motor Company**, said, "Navigation accuracy is a key part of our connected vehicle offering, and we were looking for innovative ways to enhance that riding experience for our customers. We are excited about our association with what3words, which does this by using 3-word addresses generated out of their precise location system as close as 3-metres to the location. This strengthens our commitment to increasing customer delight, especially in deeper country locations where traditional systems lean more to approximations. It will increase efficiency by offering a seamless riding experience integrated into our native riding app TVS Connect. We are excited to introduce these unique 3-word addresses for the customers of our TVS Apache brand and riding community. We will gradually be extended to customers using the TVS Connect app across brands in a phased manner."

Chris Sheldrick, co-founder and CEO of what3words, added, "We're delighted that this integration will bring what3words to TVS Motor Company's extensive network of riders across India. Whether exploring remote terrains, recommending epic new routes, or simply navigating to new destinations, what3words ensures that TVS Motor Company riders will always arrive in exactly the right place."

Across India, addresses are often not accurate enough to specify precise locations, such as building entrances, and don't exist for specific points on roads and many rural areas. This makes it hard to find both places and people and complicates deliveries. This partnership will make navigation simple, hassle-free and less time-consuming for customers across India. Crucially, what3words also works offline, meaning that customers can rely on what3words to get them exactly where they need to be, even in areas with poor connectivity.

TVS Motor Company Limited, P.B. No. 4, Harita, Hosur – 635 109, Tamil Nadu, India. **Tel:** +91(4344) 276780

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

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

Press Release



TVS

/// shutters.earthly.bingimg.com
COORG, KARNATAKA
Precise navigation with **just 3 words.**

— PRECISE —
NAVIGATION
FROM
/// [what3words](https://what3words.com)

◀ NOW AVAILABLE ON THE ▶

Apache
RTR
310
RACING DNA UNLEASHED

— WITH THE —
TVS CONNECT APP

About TVS Motor Company

We are 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 70 countries. We are the only two-wheeler company to have received the prestigious Deming Prize. Our products

TVS Motor Company Limited, P.B. No. 4, Harita, Hosur – 635 109, Tamil Nadu, India. **Tel:** +91(4344) 276780

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

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

Press Release



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. For more information, please visit www.tvsmotor.com

About what3words

Find your what3words address [here](#).

Co-founded in London in 2013 by Chris Sheldrick, what3words is the simplest way to talk about location. The system covers the entire world, never needs updating, and works offline. A what3words address is a human-friendly way to share very precise locations with other people, or to input them into platforms and machines such as ride-hailing apps or e-commerce checkouts. It is optimised for voice input and contains built-in error prevention to immediately identify and correct input mistakes.

The free what3words app, available for [iOS](#) and [Android](#), and the [online map](#) enable people to find, share and navigate to what3words addresses in over 45 languages to date. Millions of what3words addresses are in use around the world, with thousands of businesses using them to save money, be more efficient and provide a better customer experience. what3words is integrated into apps, platforms, and websites, with just a few lines of code. Products are available for free or for a nominal fee for qualifying NGOs. Its partners include Mercedes-Benz, Triumph Motorcycles, Premier Inn, the AA and many emergency services worldwide.

what3words has a team of over 100 people, across offices in the UK, USA, Germany and Ulaanbaatar Mongolia. The company has raised over £80 million in capital from investors such as Intel, Aramex, Deutsche Bahn, Subaru and the Sony Investment Fund.

For more information, please contact:

KS Harini: ks.harini@tvsmotor.com

Piyush Darwade: Piyush.darwade@tvsmotor.com