

8th April, 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

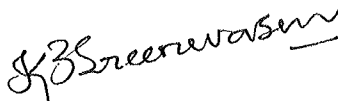
Dear Sir,

Reg : Press Release - TVS Motor Company launches 4 new products in Bangladesh

We enclose a Press Release regarding "TVS Motor Company launches 4 new products 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 4 new products in Bangladesh

Dhaka, April 08, 2019: TVS Motor Company, a reputed manufacturer of two-wheelers and three-wheelers in the world, has launched four new products in Bangladesh. The products include premium motorcycle TVS Apache RTR 160 4V single disc, 125cc motorcycle TVS Max 125, 100cc motorcycle TVS Metro special edition and utility vehicle TVS XL100 Heavy Duty 'i-Touch Start'*. These products will target the growing customer demand in each of their respective segment.

TVS Motor Company distributes their two-wheelers through TVS Auto Bangladesh across the country.

At the launch, **R. Dilip, Senior Vice President - International Business, TVS Motor Company**, said, *"We are delighted to launch four diverse products in Bangladesh, which is one of our key export markets. Each product will cater to the growing mobility needs of the country by addressing performance, durability and comfort. This is in line with our endeavour to provide superior mobility experience to our customers."*

J. Ekram Hussain, MD - TVS Auto Bangladesh, said, *"We are happy to expand the TVS Motor Company product portfolio with the launch of four new products. The offerings have been designed to suit the requirements of the Bangladesh market with the value proposition of performance, fuel efficiency, durability and convenience which ensures good performance across any type of terrain. We are confident that our launches will meet with success in the country."*

TVS Apache RTR 160 4V

TVS Apache RTR 160 4V single disc variant, an exciting addition to the portfolio, will be available in Carburetor version. The TVS Apache RTR 160 4V gets a 159.7 cc, single-cylinder, 4-stroke, 4-valve, oil-cooled engine that churns out 16.5 PS @8000 rpm and 14.8 Nm @

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6500 rpm. The engine is mated to a 5-speed super-slick gear box that offers a precise and powerful riding experience.

Staying true to its racing pedigree, the TVS Apache RTR 160 4V has a powerful 160cc engine, enabling the best performance in its class and boasts of a top speed of 113 kmph. Complete with best-in-class power-to-weight ratio, the motorcycle does an astounding 0-60 kmph in 4.73 seconds.

The motorcycle comes in colour selection of RR Red, Racing Blue & Racing Black.

TVS Max 125

TVS Max 125 is a stylish motorcycle boasting of a 4-stroke engine with a 123.53cc displacement. The motorcycle has a power 8.1kw@8000rpm and a torque of 10.8Nm@5500rpm. Equipped with front disc brake, TVS Max 125 comes with telescopic front and series spring rear suspension.

The motorcycle offers secure storage in the space below the seat, a provision to charge cell-phone and is available in colour selection of Black Red and Black Blue.

TVS Metro special edition

The TVS Metro special edition comes with stylish new graphics, longer seat and 3D Chrome logo. Adding further to the style element, the 100cc motorcycle, now has a new pillion handle and stylised mirrors. It will be launched in KS Mag and ES Mag variants known as KLS and ELS respectively. TVS Metro series has always been associated with superior mileage. The Econometer feature allows the rider to ride in Economy mode (Green) for the best mileage and Power Mode (Yellow) for the best power. The motorcycle comes with a 4-stroke DURALIFE engine with maximum power of 5.5kw@7500 rpm and maximum torque of 7.5 PS @ 7500 rpm. It is available in colour selection of Black Red and Black Blue.

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TVS XL100 Heavy Duty 'i-Touch Start'*

TVS XL100 Heavy Duty 'i-Touch Start'* comes with an innovative electric start technology called 'i-Touch Start'*. The vehicle is also powered with a high spark energy engine that provides solid performance with great pick up. It comes with 99.7cc four-stroke engine with maximum power 3.20kW@6000rpm and maximum torque 6.5Nm@3500rpm.

TVS XL100 Heavy Duty 'i-Touch Start'* has a wide platform with a detachable rear seat, USB mobile charger as an accessory and is equipped with Heavy duty 'DuraGrip' tyres. The utility vehicle is stylish with striking graphics, attractive LED Daytime Running Lamps (DRL) and sports a vibrant "Heavy Duty" logo. The vehicle is available in a colour selection of Black, Blue, Red and Purple.

All the vehicles will be available in TVS Auto Bangladesh showrooms across the country.

About TVS Motor Company

We are a reputed two and three-wheeler manufacturer, and 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, 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 the past four years. We have been ranked No. 1 Company in the J.D. Power Customer Service Satisfaction Survey for consecutive three years. For more information, please visit www.tvsmotor.com.

**TVS Patents pending*

For further information, please contact

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