

19<sup>th</sup> January 2022

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

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

Dear Sir,

**Reg : Press Release - TVS Motor Company launches TVS Star HLX 150  
Disc variant for Egypt customers**

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We enclose a Press Release regarding "**TVS Motor Company launches TVS Star  
HLX 150 Disc variant for Egypt customers**", for dissemination.

Thanking you,

Yours truly,  
For TVS MOTOR COMPANY LIMITED



K S Srinivasan  
Company Secretary

Encl : a/a

## **TVS Motor Company launches TVS Star HLX 150 Disc variant for Egypt customers**

New front disc brakes offer better braking power

150 cc Ecothrust Engine ensures higher durability and better fuel economy

**Hosur, January 19, 2022:** TVS Motor Company, a reputed two-wheeler and three-wheeler manufacturer, globally announced the launch of its motorcycle TVS Star HLX 150 Disc Variant in Egypt. The company is launching the product to offer an attractive personal mobility option to rural and urban Egyptian commuters.

TVS HLX has recently crossed a sales milestone of two million units across global markets. TVS HLX series, launched in 2013, has stayed true to the brand's promise of being a sturdy product that is highly reliable across rugged terrains.

Speaking on the occasion, **Mr. R Dilip, President - International Business, TVS Motor Company**, said, "TVS HLX series is a testimony to our customer experience and quality. Egypt is a very important market for us in Africa. As a customer-focused company, we endeavour to fulfil varied customer requirements of the market with superior products with best-in-class technology. TVS HLX has played an integral role in transforming millions of lives by catering to evolving commuting needs across the globe. We will strive to be the most admired two-wheeler brand for Egypt customers setting a benchmark of quality products and customer experience."

**Mr. Amr Ezzelarab, Managing Director, Ezz LCV**, said, "We are happy to be the distributor partner for TVS Motor Company in bringing a wide range of mobility solutions catering to broad customer segments across the country. 'Customer First' is our top priority, TVS Motor products always deliver what the customers need for their daily mobility. We are excited to launch the TVS Star HLX 150 Disc Variant with best-in-class product attributes, a great fit for rural and urban Egypt customers. Egypt is the first country in the world to get this variant."

The all-new TVS Star HLX 150 cc Disc variant will join the two-wheeler portfolio in the Egypt market, offering unique propositions like high durability, comfort, and attractive attributes. TVS Star HLX 150 comes with a powerful 150 cc Ecothrust Engine with IOC Technology delivering

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

# Press Release

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superior mileage, better startability, refinement, and durability. The motorcycle gets a battery saver DC Headlamp for better brightness and less flicker. It is equipped with a wide range of best-in-class features like a black-themed alloyed wheel and engine, black-themed front fork with sporty rim tape, USB mobile charging port, mobile holder and pilot lamp. The solid rear suspension with Dura Grip wider and tubeless tyre enhances the ride stability and comfort even with a higher load. The new front disc brakes offer better braking power making it easy to control the motorcycle.

TVS HLX series is available in the variants of TVS HLX PLUS (100 cc), TVS HLX 125, TVS HLX 150 and TVS HLX 150X in over 42 countries in Africa, the Middle East and LATAM.



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## **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 70 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 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](http://www.tvsmotor.com).

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