

27<sup>th</sup> May 2022

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

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

Dear Sir/Madam,

**Reg : Press release - TVS Motor Company launches limited edition TVS  
HLX 125 Gold and TVS HLX 150 Gold in Kenya**

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We enclose a Press Release regarding "**TVS Motor Company launches limited  
edition TVS HLX 125 Gold and TVS HLX 150 Gold in Kenya**", for  
dissemination.

Thanking you,

Yours truly,  
For TVS MOTOR COMPANY LIMITED

  
K S Srinivasan  
Company Secretary

Encl : a/a

## **TVS Motor Company launches limited edition TVS HLX 125 Gold and TVS HLX 150 Gold in Kenya**

*Equipped with first-in-segment feature Smart Lock Anti-theft security feature using Key-FOB*

**Bangalore, May 27, 2022:** TVS Motor Company, a reputed two-wheeler and three-wheeler manufacturer globally announced the launch of limited edition TVS HLX 125 Gold and TVS HLX 150 Gold in Kenya. These two celebrity limited editions are launched to commemorate over two million units of the global TVS HLX series sales milestone.

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. TVS HLX has played an integral role in transforming millions of lives in Africa by catering to varied commuting needs. The motorcycle has provided last-mile connectivity for commercial taxis and delivery segments in rural and urban regions across Africa, the Middle East and LATAM. TVS HLX motorcycles have played a vital role in the two-wheeler taxi segment in Africa, offering best-in-class durability, quality, and performance across varied road conditions.

Speaking on the occasion, **Mr. H G Rahul Nayak, Head of International Business, TVS Motor Company**, said, *“Kenya is an important market for us. Most two-wheelers in Kenya double up as boda boda and delivery vehicles, customers always look for long-lasting and durable products. Our leading global brand TVS HLX has consistently catered to these evolving mobility needs backed by a wide service network with trained mechanics & spare parts support, setting a benchmark for superior customer experience and quality in the African countries. We are thrilled to introduce the two celebratory limited editions of TVS HLX in Kenya with multiple first-in-segment attributes for our valued customers. With smart lock anti-theft features and exciting new offerings, the motorcycle will further enhance the pride of ownership amongst the Boda-Boda riders. We believe that the newly launched limited editions will also win customers' hearts across Africa.”*

The newly launched limited edition TVS HLX 150 Gold and TVS HLX 125 Gold is equipped with unique first-in-segment features like Smart Lock (Anti-theft security feature using key-FOB) to enhance the safety and security of the vehicle. It also comes with stylish graphics on the fuel

Classification: [Internal](#)

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

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

# Press Release

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tank and side cover inspired by Kenyan culture. The motorcycle comes in a new attractive colour Starlight Blue and Burgundy seat colour to further add to the style quotient of the motorcycle. It also offers first-in-segment gold themed front and rear suspension. It comes with an all-new 3D logo of TVS Motor on the tank.

*Speaking on the occasion, **Mr. Vijay Gidoomal, Group CEO, Car & General Kenya Plc**, said, "Customer is our priority. TVS HLX has always been admired as the most reliable commuting partner in Kenya, delivering what the customers need for daily mobility. We are excited to launch the limited-edition variants TVS HLX 125 Gold and TVS HLX 150 Gold in Kenya with attractive segment-first features to enhance customer delight further."*

TVS HLX comes with a durable engine with dual-stage filtration technology and convenient features like USB chargers, hazard lamps, gear position indicator and an optional offering of a telematics solution.

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 49 countries in Africa, the Middle East and LATAM.

## **About TVS Motor Company**

TVS Motor Company is a reputed two and three-wheeler manufacturer globally, championing progress through Sustainable Mobility with four state-of-the-art manufacturing facilities in Hosur, Mysuru and Nalagarh in India and Karawang in Indonesia. 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. 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](http://www.tvsmotor.com). For more information, please visit [www.tvsmotor.com](http://www.tvsmotor.com).

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