

2nd April, 2020

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 : Sales update for the month of March 2020

Please find enclosed the Press Release regarding the Company's sales update for the month of March 2020.

Thanking you,

Yours truly,
For TVS MOTOR COMPANY LIMITED



K S Srinivasan
Company Secretary

Encl : a/a

PRESS RELEASE



TVS Motor Company successfully completes BS-VI transition, impact of March numbers due to COVID-19

Hosur, April 02, 2020: TVS Motor Company registered sales of 144,739 units in March 2020 as against 325,323 units in March 2019. There has been a huge impact on the Company's production and sales this month because of COVID-19 lockdown across the country. TVS Motor Company launched attractive and feature rich BS-VI versions of its entire portfolio. These have been well received and there are adequate stocks already in the market when it reopens. International market demand was also good for both two-wheeler and three-wheeler categories. However, due to the lockdown, there was a significant loss in production, and also vehicle stock in the factory for both domestic and international markets, which could not be dispatched.

TVS Motor Company started the transition to BS-VI in Q3 of FY 19-20 and this effective planning helped the Company in complete readiness of BS-VI vehicle supplies in Q4. The company including its dealers have almost entirely retailed all BS-IV vehicles and the Company is fully gearing up for focus on its BS-VI range once the market opens.

Two-Wheeler:

Total two-wheelers registered sales of 133,988 units in March 2020 as against 310,885 units in March 2019. Domestic two-wheelers recorded sales of 94,103 units in March 2020 as against 247,694 units in March 2019.

Motorcycles registered sales of 66,673 units in March 2020 as against sales of 141,086 units in March 2019. Scooter sales of the Company registered 34,191 units in March 2020 as against sales of 98,477 units in March 2019.

Exports:

The Company's total exports registered sales of 50,197 units in the month of March 2020 as against sales of 76,405 units in March 2019. Two-wheeler exports registered sales of 39,885 units in March 2020 as against sales of 63,191 units in March 2019.

Three-Wheeler:

Three-wheeler of the Company registered sales of 10,751 units in March 2020 as against sales of 14,438 units in March 2019.

PRESS RELEASE



Fourth Quarter Sales Performance:

During the fourth quarter of the current financial year, two-wheeler registered sales to 5.90 lakh units as against 8.66 lakh units registered in the fourth quarter of the previous year. Three-wheeler sales of the Company grew by 3% from 0.42 lakh units in the fourth quarter of the previous year to 0.43 lakh units in the fourth quarter of the current year.

Full Year Sales Performance:

During the financial year 2019-20, two-wheeler sales of the Company registered 30.89 lakh units as against sales of 37.57 lakh units in the financial year 2018-19. Three-wheeler sales of the Company grew by 11% from 1.56 lakh units in the financial year 2018-19 to 1.74 lakh units in the financial year 2019-20.

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 endeavor 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 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.

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