

3rd 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's new 110cc motorcycle, TVS Radeon crosses 1 lakh sales milestone

We enclose a Press Release regarding "TVS Motor Company's new 110cc motorcycle, TVS Radeon crosses 1 lakh sales milestone", for dissemination.

Thanking you,

Yours truly,
For TVS MOTOR COMPANY LIMITED



K S Srinivasan
Company Secretary

Encl : a/a

PRESS RELEASE



TVS Motor Company's new 110cc motorcycle, TVS Radeon crosses 1 lakh sales milestone

Hosur, April 03, 2019: TVS Motor Company, a reputed manufacturer of two-wheelers and three-wheelers in the world, today, announced that their 110cc commuter motorcycle, TVS Radeon, has crossed the 1 lakh sales milestone. The motorcycle boasts of multiple first-in-class features and usage-led design, offering strength, comfort, and style without compromising on its performance. Within 7 months of its launch, TVS Radeon has witnessed immense demand from the target audience across the country.

Commenting on the milestone, **Mr. Aniruddha Haldar, Vice President (Marketing) – Commuter Motorcycles, Scooters & Corporate Brand, TVS Motor Company**, said, *"TVS Radeon has been developed based on extensive customer understanding, which is deeply embedded in the motorcycle's usage-led design. Over the past months, TVS Radeon has witnessed tremendous response from customers as well as received critical acclaim and multiple awards. TVS Radeon has stood for the 'buland' values and ambitions of an Indian man and its start has been nothing short of that. The motorcycle, with its stylish appearance and superior handling, has significantly upped the choice available for the everyday commuters."*

TVS Radeon promises a sturdy and reliable experience for its customers, complete with a solid body, which is complemented by a strong steel tubular chassis. The motorcycle is equipped with **Synchronized Braking Technology¹**, a first-in-segment feature, which provides superior braking control and minimises skidding, thus ensuring the safety of the rider. The key advantage of Synchronized Braking Technology is that it reduces the braking distance and improves stability, while braking. SBT ensures that the front brake is automatically engaged whenever the rear brake is applied. TVS Synchronized Braking Technology further enhances the braking performance of the vehicle, by reducing braking distance upto 10%, with respect to comparable braking systems.

TVS Motor Company Limited, P.B. No. 4, Harita, Hosur – 635 109, Tamil Nadu, India. **Tel:** +91(4344) 276780 **Fax:** +91(4344) 278841/276878

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

Regd Off: Jayalakshmi Estates, 29 (Old No. 8) Haddows Road, Chennai 600 006

PRESS RELEASE



TVS Radeon bespeaks a unique classic look with its stylish petrol tank's ribbed thigh pads, a chrome finished speedometer, shock absorber shroud and silencer. TVS Radeon houses a long-lasting 109.7cc Dura-Life engine, which is designed to offer an optimum combination of power and fuel economy. The motorcycle churns out 8.4 PS of power @ 7000 rpm with a torque of 8.7 Nm @5000 rpm. TVS Radeon is equipped with 10-litre tank and clocks a fuel economy of 69.3 kmpl². With a 5-year warranty, TVS Radeon comes in a colour selection of White, Beige, Purple and Black.

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 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 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.

For further information, please contact

Varghese M Thomas / KS Harini / Balakrishnan PS

vm.thomas@tvsmotor.com / ks.harini@tvsmotor.com / Balakrishnan.PS@tvsmotor.com

¹110cc & below segment

²Under World Motorcycle Test Cycle (WMTC)

