

27th February, 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 : Press Release – TVS Motor Company partners with Motomundo SA for Honduras

We enclose a Press Release regarding "TVS Motor Company partners with Motomundo SA for Honduras", for dissemination.

Thanking you,

Yours truly,
For TVS MOTOR COMPANY LIMITED



K S Srinivasan
Company Secretary

Encl : a/a

PRESS RELEASE



TVS Motor Company partners with Motomundo SA for Honduras

Further consolidates presence in Central America

Tegucigalpa, February 27, 2020: TVS Motor Company, a reputed manufacturer of two-wheelers and three-wheelers in the world, today announced their partnership with Motomundo SA, one of the largest, respected business groups in Honduras. Headquartered in India, TVS Motor Company is the flagship company of the USD 8.5 billion TVS Group with exports to over 60 countries.

As a part of this association, Motomundo SA will facilitate the sales and service of TVS products across all Motomundo stores in the country in a phase-wise manner. Motomundo stores will start with an exclusive outlet for TVS Motor Company and will within a year will expand it to 3 stores in the country. TVS Motor Company will be present in 40 Motomundo outlets and over 25 dealers across Honduras. The company will also operate 25 service outlets to ensure complete service and spare support. The range of two-wheeler offerings will be supplemented with attractive retail finance schemes.

Commenting on this association, **Mr. R Dilip, Executive Vice President - International Business, TVS Motor Company** said, *“We are delighted to partner with Motomundo SA, to expand our presence in Honduras. Motomundo SA share our values of maintaining high quality of service and transparency across operations. At TVS Motor Company, we place supreme importance on making products which boast of superior quality and cutting-edge technology. The unique network of distribution that Motomundo SA has developed makes them the best strategic ally for TVS Motor Company. With this partnership, we will be able to offer customised products with complete service and spare parts for our customers and consolidate our presence in the region.”*

Adding to this, **Mr Mariano Jimenez Torres, Executive Director – Motomundo S.A** *“We at Motomundo SA, will represent TVS Motor Company with great pride to cater to the demand of our customers. All our outlets will be manned by skilled manpower in-line with TVS Motor Company global standards thus reinforcing our commitment towards the Honduran market. The technology and quality prowess of TVS Motor Company, combined with our network facility will definitely create an impact in Honduras”.*

TVS Motor Company product range in Honduras currently includes:

Motorcycles: TVS Apache RR 310, TVS Apache RTR 200 4V, TVS Apache RTR 160 4V, TVS Apache RTR 160 2V

Scooters: TVS NTOUR 125, TVS WEGO

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

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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 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.

About Motomundo

MOTOMUNDO S.A Is a Honduran Company which is part of Inversiones La Paz. Founded in 2005 with the sole purpose to service Honduran motorcycle customers in a wide variety of brands and category diversity,

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in order to meet any demand and customer need. Through the years we have worked in complying and reaffirming our slogan: The Motorcycle Experts, with over 340 direct employees in 38 different outlets. Inversiones La Paz is genuinely committed to its values: Integrity, acting with transparency and respectful of the laws. Service Attitude, serving with conviction and respect towards thy neighbour, the community and the country. Excellence, exceed expectations and work for exceptional results. Innovation, generating and applying continuously new ideas, new products and services.

MOTOMUNDO S.A has a clear objective to become THE PLACE to acquire a motorcycle, through its Pillars: Experts in Brands that offer different experiences for different customers, Experts in Variety for every need from simple transportation all the way to road traveling, Experts in Financing in order to help our customers improve their way life and transportation, Experts in the Best Sales Network increasing our number of stores every year in order to be closer to every customer in every Honduran corner, Experts in Customer Service through intense internal trainings, evaluations and always desire in creating a satisfying experience for the customer, Experts in Original Spare Parts achieving excellence with availability and fair pricing, Experts in our Service Areas delivering quality controls, follow ups and enhance the life span of our customer products and Experts in Customer Safety focusing in Certified Helmets, Accessories and Motorcycle Riding Academy. Find us at www.motomundohn.com

For further information, please contact:

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