

7th October, 2021

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 launches TVS Jupiter 125
Packed with Zyada Se Bhi Zyada industry-first features**

We enclose a Press Release regarding "**TVS Motor Company launches TVS Jupiter 125 Packed with Zyada Se Bhi Zyada industry-first features**", for dissemination.

Thanking you,

Yours truly,
For TVS MOTOR COMPANY LIMITED



K S Srinivasan
Company Secretary

Encl : a/a

PRESS RELEASE



TVS Motor Company launches TVS Jupiter 125

Packed with *Zyada Se Bhi Zyada* industry-first features

- New 125 cc engine, with ETFi & TVS IntelliGO: Best-in-segment acceleration & mileage
- Industry Best: 33 Litre under-seat storage which stores two full-face helmets, Longest Seat
- Unique: Progressive styling, LED Headlamp, Front External Fuel Filling, MetalMAXX body

Hosur, October 07, 2021: TVS Motor Company, a reputed manufacturer of two-wheelers and three-wheelers in the world, today announced the launch of TVS Jupiter 125. The *Zyada Se Bhi Zyada* feature-rich 125cc scooter is the new addition to the TVS Jupiter portfolio, bigger and more spacious with **industry-first features such as the largest under-seat storage, segment-leading longest seat, progressive neo masculine styling and unrivalled mileage.**

Commenting on the launch, **Mr. KN Radhakrishnan, Director & CEO, TVS Motor Company**, “At TVS Motor Company, we have always focused on four parameters, namely, scooterisation, premiumisation, investing in brands and product innovations. Since its inception in 2013, TVS Jupiter has been one of the most admired scooters in the country with several first-in-segment features. The scooter customer of today seeks offerings that are aligned to their personal growth. We are confident that TVS Jupiter 125 will be a great fit for such evolving needs. This scooter embodies the same ethos as its predecessor with added elegance and distinctive features that make it a powerful, stand-out offering which will resonate well with our customers.”

Mr. Aniruddha Haldar, Senior Vice President (Marketing) – Commuters, Corporate Brand & Dealer

Transformation, TVS Motor Company, said, “TVS Jupiter has always stood for ‘Zyada Ka Fayda’ and has been one of the most loved scooters in the country. As the Indian consumers reimagine their mobility solutions, it inspired us to offer something that could give our customers ‘Zyada Se

KEY FEATURES

- All new 125cc engine with innovations packed for high performance and unrivalled mileage
- Largest under-seat storage space
- Largest seat in the segment
- MetalMAXX body
- External fuel-fill in front
- Mobile charger in front
- Semi-digital speedometer with average and real-time mileage indicators
- Side stand indicator & engine inhibitor
- Body balance technology
- Segment first Monotube shocks with Gas charged Piggyback Canister and 3-step-adjuster
- Large leg space
- ETFi Technology
- TVS IntelliGO Technology
- All-in-one lock
- Mobile charger with front mobile/glove box

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Bhi Zyada'. With TVS Jupiter 125, we have created a robust offering with many firsts to its credit, ranging from industry-first spacious under-seat storage, which fits two full-face helmets to the largest seat in the segment and superior mileage with ETFi and TVS intelliGO. The progressive neo masculine styling and features reinforce the premiumisation journey of the scooter customer. We remain committed to progressing with our ever-evolving consumers and their needs as they go from strength to strength in their lives. TVS Jupiter 125 will confidently continue TVS Jupiter's legacy create its own space in the consumers home and hearts and add to the evergrowing Jupiter community."

Style:

TVS Jupiter 125 comes in a **progressive neo masculine styling**, chrome accents that lend it a premium look. The scooter gets a **stylish LED headlamp and signature front light guides along with an elegant tail-lamp with a grab-rail reflector**. TVS Jupiter 125 dons a 3D emblem and premium painted inner panels. The disc variant will come with diamond-cut alloy wheels, which heightens the overall appeal of the scooter.

Performance:

The scooter is mated to a powerful **single-cylinder, 4-stroke, air-cooled 124.8 cc engine**, which churns a maximum **power of 6 kW @ 6500 rpm** and torque of **10.5 Nm @ 4,500 rpm**. It comes equipped with a **semi-digital speedometer** with smart alerts, average and real-time mileage indicators. TVS Jupiter 125 also gets body balance technology for an effortless riding experience. The dynamic comfort and handling can be attributed to the front telescopic suspension and 3-step-adjustable rear shocks with **Monotube Canister Gas charged shocks**.

Comfort and Convenience:

The ergonomics of TVS Jupiter 125 is developed with supreme focus on the comfort and convenience of the rider. The scooter comes with the **largest under-seat storage of 33-litre capacity**; it is the **first scooter to fit two full-face helmets**. The longest seat in the segment accompanies larger front leg space. The exceptional fuel economy of TVS Jupiter 125 complements the legacy of TVS Jupiter; the **Ecothrust Fuel injection (ETFi)** technology delivers superior mileage, better startability, refinement, and durability. While, **TVS intelliGO** enhances the riding comfort, mileage and reduces emissions by intelligently switching off the engine during long idling like traffic signals and other transient stops. Other convenient features include

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external fuel fill in the front, side stand indicator & engine inhibitor, all-in-one lock and mobile charger with front glove box.

Starting at a price of Rs. 73,400/- (ex-showroom, Delhi), TVS Jupiter 125 is available in Drum Drum Alloy and Disc variant. It will come in a colour selection of Dawn Orange, IndiBlue, Pristine White, Titanium Grey.



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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.

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