

30th October, 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

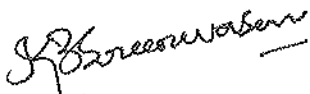
Dear Sir,

Reg : Press Release - TVS Motor Company strengthens its presence in Central America by partnering with Cadisa Group for Guatemala & El Salvador

We enclose a Press Release regarding "TVS Motor Company strengthens its presence in Central America by partnering with Cadisa Group for Guatemala & El Salvador", for dissemination.

Thanking you,

Yours truly,
For TVS MOTOR COMPANY LIMITED



K S Srinivasan
Company Secretary

Encl : a/a

PRESS RELEASE



TVS Motor Company strengthens its presence in Central America by partnering with Cadisa Group for Guatemala & El Salvador

To showcase three new products at the upcoming 'EXPO MOTO 2019' in Guatemala City

Guatemala City, October 30, 2019: TVS Motor Company, a reputed manufacturer of two-wheelers and three-wheelers in the world, today announced their partnership with Cadisa, one of the largest, respected business groups across Guatemala and El Salvador. 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, Cadisa will facilitate the opening of 15 flagship outlets for TVS Motor Company in a phase-wise manner. TVS Motor Company will also be present in 17 multi-brand outlets and over 150 retail stores across Guatemala. The company will operate over 25 service outlets to ensure complete service and spare support. The range of two-wheeler and three-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 a well-known company such as Cadisa Group, to expand our presence in Guatemala and El Salvador. Cadisa has rich experience and immense knowledge and understanding of the needs of customers in this region. At TVS Motor Company, we place importance on making products which boast of superior quality and cutting-edge technology. The unique network of distribution that Cadisa 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 throughout Central America and consolidate our presence in the region."*

Adding to this, **Mr Jorge Siekavizza, Senior Director - Cadisa** *"We at Cadisa, will represent TVS Motor Company with great pride to cater to the demand of potential clients. All our outlets will be manned by skilled manpower in-line with TVS Motor Company global standards thus reinforcing our commitment towards the Guatemalan market. The technology and quality prowess of TVS Motor Company, combined with our network facility will definitely create an impact in Guatemala and El Salvador"*.

TVS Motor Company will partner with Cadisa to showcase three new products at the upcoming EXPO MOTO 2019, to be held in Guatemala City, from November 01 – November 03, 2019.

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

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

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PRESS RELEASE



TVS Motor Company product range in Guatemala currently includes:

Motorcycles: Apache RTR 200 4V, Apache RTR 180, Apache RTR 160 2V, Stryker 125,

Scooters: Wego

Three-wheelers: King Deluxe

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 four 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 Cadisa

Since starting operations in 1995, Motos Cadisa has been part of the Guatemalan motorcycle industry, distributing a variety of high-quality brands that are among the favourites in the Guatemalan market. Thanks to the preference of the costumers and the success of sales in the distributed brands, Cadisa today has more than 23 years of experience in the Guatemalan market. Motos Cadisa has more than 500 points of sale throughout Guatemala, made up of 25 own agencies, dealers, and prestigious chain stores in the region, all strategically located. Solving transport problems, improving the productivity of the company and raising the standard of living of its employees in the region, have been the pillars on which Motos Cadisa has built the company last 23 years. Cadisa offers excellent customer support with warranty program, large stock of spare parts and workshops throughout the country that take care of customers' needs.

For further information, please contact:

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