

17th September, 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 expands and strengthens its presence in Colombia

We enclose a Press Release regarding "TVS Motor Company expands and strengthens its presence in Colombia", for dissemination.

Thanking you,

Yours truly,
For TVS MOTOR COMPANY LIMITED



K S Srinivasan
Company Secretary

Encl : a/a

Press Release



TVS Motor Company expands and strengthens its presence in Colombia

*Appoints Autotecnica Colombiana SAS as new distributor
Will operate with 50 exclusive dealerships in the region*

Bogota, Colombia, September 17, 2020: TVS Motor Company, a reputed two-wheeler and three-wheeler manufacturer globally, today announced their new distribution partnership with Autotecnica Colombiana SAS (Auteco SAS), a leading motorcycle assembler in Colombia. Autotecnica Colombiana SAS will operate 50 dealerships exclusive to TVS Motor Company and create dedicated space for the brand in over 600 retail outlets. They will support TVS Motor with dedicated sales, service, spares and customer relationship management (CRM). Autotecnica Colombiana SAS will also provide the brand with an assembly set-up in Cartagena along with a dedicated training centre.

Speaking on the occasion, **Mr. R Dilip, Executive Vice President - International Business, TVS Motor Company**, said, *“We are delighted to expand our presence in the Colombian market with Autotecnica Colombiana SAS. They have a rich experience in the region and share our ethos of customer-focus with attributes such as quality and trust associated with their name. The association is a strategic step towards offering mobility solutions which improve the quality of life for our customers. It also demonstrates our commitment to the market and will become a platform to provide products across segments and fulfill the diverse requirements of Colombian customers.”*

“We, at Autotecnica Colombiana SAS, will represent TVS Motor Company with great pride to cater to the demand of potential clients. The technology and quality prowess of TVS Motor Company combined together with our network facility will definitely create an impact in the Colombian market,” said **Mr. Carlos Duran, President of Autotecnica Colombiana SAS.**

As a part of this association, TVS Motor Company will be introducing new segments among two-wheelers ranging from moped, scooters, motorcycles to premium motorcycles along with three-wheelers. The company will focus on creating customised as well as a wide portfolio of mobility solutions for the Colombian market.

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

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Press Release



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 five years. For more information, please visit www.tvsmotor.com.

About Autotecnica Colombiana SAS

We are the leading motorcycle assembler in Colombia. We were born in Medellin, in 1941, and since then we have brought to the country emblematic models that bring progress to Colombians with reliable world-class service and exceptional results.

Our support and strength are based on consumer knowledge and a robust portfolio of brands that we have marketed for nearly 80 years. After a corporate split in 2019, Auteco SAS and Auteco Mobility split into two companies, each representing different brands. And since September 2020 Auteco SAS is representing TVS in Colombia. We also have a line of spare parts, lubricants and accessories from these brands to offer a complete customer service experience.

For further information, please contact:

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