

11<sup>th</sup> April, 2019

BSE Limited,  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
Mumbai 400 001.  
**Scrip code: 532343**

National Stock Exchange of India Ltd.,  
Exchange Plaza, 5<sup>th</sup> Floor,  
Bandra-Kurla Complex,  
Bandra (E), Mumbai 400 051.  
**Scrip code: TVSMOTOR**

Dear Sir,

**Reg : Press Release - Celebrating 25 Years of TVS Scooty – TVS Motor Company introduces 2 new colours**

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We enclose a Press Release regarding "Celebrating 25 Years of TVS Scooty – TVS Motor Company introduces 2 new colours", for dissemination.

Thanking you,

Yours truly,  
For TVS MOTOR COMPANY LIMITED

  
K S Srinivasan  
Company Secretary

Encl : a/a

# PRESS RELEASE



## Celebrating 25 Years of TVS Scooty – TVS Motor Company introduces 2 new colours

**Hosur, April 11, 2019:** TVS Motor Company, a reputed manufacturer of two-wheelers and three-wheelers, today celebrated 25 years of its iconic brand TVS Scooty, with introduction of two new colours – **Revving Red and Glittering Gold** for TVS Scooty Pep+.

TVS Scooty, is an iconic Indian automotive brand. The scooter has been a fun experience for 25 years, a significant milestone which has been made possible by its attractive range of products along with an unwavering focus on quality and target group – the young Indian woman. This consumer connect has made TVS Scooty, synonymous with female mobility in India. The evolution of its consumer has been matched by TVS Scooty, every step of the way. Today, the brand has two solid products under its umbrella – TVS Scooty Pep+, India's most economical scooter offering with best total cost of ownership, and TVS Zest 110.

Most women drivers on the road today, not limited to two-wheelers, had their first taste of independence astride the TVS Scooty. To ensure this phenomenon of personal mobility spread far and wide, TVS Scooty, initiated "Women on Wheels" - India's first two-wheeler Rider Training Institute for women. Over the years, this journey of staying relevant has also been backed by multiple innovations from TVS Scooty like the introduction of India's first mass customisation program "99 colours", or celebratory special series like the Wimbledon edition. TVS Scooty has also earned its place in the record books with TVS Zest 110 becoming the first 110cc scooter to scale the highest motorable road in the world, Khardung La, (India Book of Records) leading to one of the most loved social media and experiential campaign – Himalayan Highs. Over the last three years, this campaign has further built on the popular brand franchise while creating brand advocates.

The TVS Scooty has always stayed true to its consumer of the New Age Indian women making their every ride Comfortable, Affordable, Safe and Fun.

Commenting on this occasion, **Mr. Aniruddha Halder, Vice President (Marketing) – Commuter Motorcycles, Scooters & Corporate Brand, TVS Motor Company**, said, "TVS Scooty Pep+, is much more than just India's No. 1 economical scooter catering to over 4.5 million customers. In its journey of 25 years, it has always evolved to stay relevant to its purpose of being the most viable mobility option for the New Age Indian women, making their commute affordable, comfortable, safe and fun. A TVS Scooty is passed down in the family and seldom resold, this is a measure of love that the brand has enjoyed. We are humbled and grateful to the generations of proud TVS Scooty owners, who built this brand to its iconic status, and made it synonymous with female mobility in India."

TVS Scooty now comes equipped with Synchronized Braking Technology (SBT) across the range. The new edition of TVS Scooty Pep+ sports a special 25<sup>th</sup> year-anniversary edition logo along with new graphics to mark the milestone.

# PRESS RELEASE



TVS Scooty comes in 2 major variants:

**TVS Scooty PEP+** Powered by an 87.8 cc, air-cooled single cylinder Ecothrust engine that develops 4.9 PS of power and 5.8 Nm of torque, the Ecothrust engine ensures long-lasting, trouble-free and comfortable rides to consumers. With best-in-class ground reachability and a telescopic suspension that makes bumpy rides comfortable, TVS Scooty Pep+ promises an **ultimate peppy comfort ride**. TVS Scooty Pep+ is equipped with smart features like mobile charger socket, side stand alarm, under-seat storage hooks, DRLs, an open glove box and TVS's **patented 'Eazy' Stand technology**, which reduces the effort to put the vehicle on the centre stand by 30%.

**TVS Zest 110** is powered by a single cylinder, four-stroke, air-cooled 109.7cc CVTI engine and a top-notch overall ride handling. Targeted at the New-age Indian Woman of today, the TVS Zest 110 stands true to the DNA of a scooter, while maintaining a fun look, coupled with vibrant colours, elegant design and a remarkable initial pick up of 0 - 60 kmph in mere 11.1 seconds. TVS Zest 110 holds the record for being the first scooter to reach the highest motorable road at Khardung La.

Apart from the new colours, TVS Scooty Pep+ comes in a range of 5 colour themes grouped under three sets. The Starlet Series is available in Frosted Black and Vivacious Purple. The EcoSmart Series includes Nero Blue and Nero Brown themes while the Babelicious series is available in Princess Pink shade.

Priced at Rs. 42,397, TVS Scooty Pep+ is available across TVS Motor Company dealership in the country.

## **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](http://www.tvsmotor.com).

*For further information, please contact*

Varghese M Thomas / KS Harini / Balakrishnan PS

[vm.thomas@tvsmotor.com](mailto:vm.thomas@tvsmotor.com) / [ks.harini@tvsmotor.com](mailto:ks.harini@tvsmotor.com) / [Balakrishnan.PS@tvsmotor.com](mailto:Balakrishnan.PS@tvsmotor.com)



