

10th July, 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 launches new 100cc
motorcycle, TVS Sport in Sri Lanka**

We enclose a Press Release regarding "TVS Motor Company launches new 100cc
motorcycle, TVS Sport in Sri Lanka", 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 new 100cc motorcycle, TVS Sport in Sri Lanka

Colombo, 10th July, 2019: TVS Motor Company, a reputed manufacturer of two-wheelers and three-wheelers in the world, today launched their 100cc economy motorcycle TVS Sport in Sri Lanka. The mileage-efficient motorcycle boasts of new generation graphics and style.

At the launch event, **Mr. R. Dilip, Senior Vice President, International Business, TVS Motor Company** said, *“We are delighted to bring our popular motorcycle TVS Sport to Sri Lanka. The TVS Sport caters to a robust customer base of close to 2.5 million customers globally. In Sri Lanka, where two-wheeler mobility is on a rise, TVS Sport is the ideal motorcycle to traverse long distance with excellent fuel efficiency. The motorcycle is a blend of style and comfort thus making it a complete package for the customers in our key international market, Sri Lanka”.*

Adding to that, **Mr. SV Nana Rau, Director Operations of TVS Lanka** said, *“We are happy to add the 100cc economy motorcycle TVS Sport to the extensive TVS Lanka product portfolio in Sri Lanka. The motorcycle will be available in over 400 touchpoints across the country with state-of-the-art service and spare facilities. We are confident it will find favour with customers.”*

TVS Sport comes with an All Gear Electric start, comfortable 5 step adjustable shock absorber (rear) and a 100cc DURALIFE engine that delivers power of 7.8 PS. It further delivers on the safety aspect with the inclusion of Synchronized Braking Technology (SBT). SBT is a joint braking system that activates the front and rear brake simultaneously, thus providing superior braking control and minimising skidding to ensure safety of the rider.

The Econometer feature allows the rider to ride in Economy mode (Green) for the best mileage and Power Mode (Yellow) for the best power.

PRESS RELEASE



The motorcycle has sporty graphics, long seat, 3D Chrome logo with attractive head and tail lamp. Adding further to the style element, TVS Sport is equipped with pillion handle and stylish mirrors.

TVS Sport it is available in colour selection of Black Blue, Black Red and Volcano Red.

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 JD Power IQS and APEAL surveys for the past four years. We have been ranked No. 1 Company in the JD Power Customer Service Satisfaction Survey for consecutive three years. For more information, please visit: www.tvsmotor.com.

For further information, please contact

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