

PRESS RELEASE



TVS Motor Company posts 15% sales growth in February 2015

Hosur March 2, 2015: TVS Motor Company posted a sales growth of 15% during the month of February 2015, with total sales increasing from 177,662 units recorded in the month of February 2014 to 204,565 units in the month of February 2015.

Exports

The Company's total exports grew by 35% with sales increasing from 28,782 units in the month of February 2014 to 38,725 units in February 2015. Two wheeler exports grew by 36% with sales increasing from 22,713 units in February 2014 to 31,001 units in February 2015.

Two Wheeler

Total two wheeler sales increased by 15% from 170,293 units recorded in February 2014 to 195,509 units in February 2015. Domestic two wheeler sales grew by 11% increasing from 147,580 units in February 2014 to 164,508 units in February 2015.

Scooters sales of the Company grew by 35% increasing from 41,990 units in February 2014 to 56,750 units in February 2015. Motorcycles sales grew by 18% increasing from 62,762 units in the month of February 2014 to 74,292 units in February 2015.

Three Wheeler

Three wheeler sales of the Company registered an increase of 23%, growing from 7,369 units in February 2014 to 9,056 units in February 2015

During the quarter, TVS Motor Company emerged as the most awarded two wheeler manufacturer of the year having received 'Two wheeler manufacturer of the Year', 'Motorcycle of the Year upto 110 cc' : TVS StaR City+ and 'Two Wheeler Commercial of the Year': TVS Sport at the NDTV Car and Bike awards 2015, 'Motorcycle of the Year Upto 110cc' : TVS StaR City+ at the Car India Bike India Awards 2015 and 'Scooter of the Year' : TVS Scooty Zest at the Bloomberg Autocar India Awards 2015, ET Zigwheels Awards 2014 and CNBC Overdrive Awards 2015. In the inaugural edition of JD Power India Two-wheeler IQS, TVS brands featured in the top three, across segments. While TVS Wego and TVS Jupiter claimed top spots, TVS Sport, TVS Star City+ featured in the top three in economy motorcycles and TVS Apache RTR 160 and 180 in the top three in premium category.
