

23rd November 2016

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 – The Launch of IRIDE, a Smartphone Application

We enclose a Press Release regarding the announcement for the launch of IRIDE, an intelligent, intuitive automobile post sales and service smartphone application to enhance the riding experience for customers, 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 IRIDE- An Augmented Riding Experience For Customers

IRIDE monitors ride parameters on-the-go to better their overall riding experience

Bengaluru, November 23, 2016: TVS Motor Company, today announced the launch of IRIDE, an intelligent, intuitive automobile post sales and service smartphone application to enhance the riding experience for customers. IRIDE monitors the ride parameters of the vehicle during transit which helps customers plan and improve the riding experience, while keeping them safe.

Key features of the IRIDE app
<ul style="list-style-type: none">• App Launch: IRIDE can be launched by the user by tapping the power key thrice
<ul style="list-style-type: none">• Detecting Vehicle Movement: IRIDE can detect the movement of vehicle and switch between riding and idling mode
<ul style="list-style-type: none">• Parking location: IRIDE stores the parking location of the vehicle. This allows the user to navigate there
<ul style="list-style-type: none">• Social: The user can share their riding achievements which includes their top speed, badges among others on their Facebook page
<ul style="list-style-type: none">• Medical Emergency Tips: IRIDE allows the user to include their key medical details for first aid. It is also equipped with executable first aid animations/Video
<ul style="list-style-type: none">• Service Booking and reminders: IRIDE allows the user to book a service, upon booking of the service the user gets prior reminders before the due date

Commenting on the launch of the all new customer service platform, **JS Srinivasan, Vice President, Sales & Service, TVS Motor Company**, said, “TVS Motor Company has always been lauded for its customer centric approach and it is our endeavour to keep improving our offerings. Designed for the tech-savvy customer, IRIDE is our next step at creating a superior experience for our customers. We are confident that they will be delighted by this initiative as it will amplify their long-term ownership experience.”

Coming close on the heels of the launch of TVS Motor Company’s ‘Road-side Assistance Program’, IRIDE is equipped with in-built features broadly bracketed under ‘Ride’, ‘Safety,’ and ‘Social’.

The prime focus of IRIDE is to provide vehicle assistance in emergency, a better ride experience and service facility coupled with some fun features to share on the social platforms. It is also a two-way interaction forum as customers can provide real time feedback of the application.

IRIDE is currently available for download on Google Playstore for all two-wheeler customers of TVS Motor. It can be downloaded on phones which support Android 4.2.4 and above.

PRESS RELEASE



About TVS Motor Company

TVS Motor Company is a leading two and three wheeler manufacturer and is the flagship company of the USD 7 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 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 two years. We have recently been ranked No. 1 Company in the JD Power Customer Service Satisfaction Survey. For more information, please visit www.tvsmotor.com

For further information, please contact

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