

1<sup>st</sup> December, 2016

BSE Limited,  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
Mumbai 400 001.

**Scrip code: 532343**

Dear Sir,

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

**Scrip code: TVSMOTOR**

**Reg : Sales update for the month of November 2016.**

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Please find enclosed the Press Release regarding the Company's sales update for the month of November 2016.

Thanking you,

Yours truly,  
For TVS MOTOR COMPANY LIMITED



K S Srinivasan  
Company Secretary

Encl : a/a

# PRESS RELEASE

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## TVS Motor Company clocks 224,971 units in November 2016

**Hosur, December 1, 2016:** TVS Motor Company posted sales of 224,971 during the month of November 2016, as against 225,401 units registered in the month of November 2015. Due to the demonetization exercise, the Company witnessed a short-term impact on November sales. However, we are seeing a sales pickup already happening and we believe, it is a very good move for the country in the long term.

### Two-Wheeler

Total two-wheelers recorded sales of 219,088 units in November 2016 as against 217,706 units in November 2015. Domestic two-wheeler sales registered sales of 191,499 units in November 2016 as against 190,490 units in November 2015.

Scooters registered sales of 73,135 units in the month of November 2016 as against 76,043 units in November 2015. Motorcycles recorded sales of 67,896 units in November 2016 as against 82,163 units registered in the month of November 2015.

### Three-Wheeler

Three-wheeler of the Company registered sales of 5,883 units in November 2016 as against 7,695 units in November 2015.

### Exports

The Company's total exports registered sales of 32,829 units in the month of November 2016 as against 33,621 units recorded in the month of November 2015. Two-wheeler exports registered sales of 27,589 units in the month of November 2016 as against 27,216 units in the month of November 2015.

### 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

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recently been ranked No. 1 Company in the JD Power Customer Service Satisfaction Survey. For more information, please visit [www.tvsmotor.com](http://www.tvsmotor.com).

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*For further information, please contact*

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TVS Motor Company