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16th February 2016

BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai 400 001

Scrip code: 532343

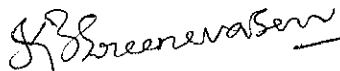
Dear Sir,

Reg: Press Release – Launch of Innovative Service App for Customers

We enclose a Press Release regarding the launch of innovative service app for customers – Smartphone APP for all current and prospective owners of TVS two wheeler to keep them updated on all vehicle related information, today viz., 16th February 2016 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 INNOVATIVE SERVICE APP FOR ITS CUSTOMERS

Smartphone APP to keep customers updated on all vehicle related information



TVSM Service

Bangalore, February 16, 2016: TVS Motor Company, one of India's largest two-wheeler manufacturers today launched an innovative Smartphone APP for all current and prospective owners of TVS two wheelers.

Designed with the intention of providing real time information to a customer, this Smartphone APP is designed to provide all information digitally to the owner of a TVS two wheeler without them needing to call any dealer or company's service centre.

In keeping with the changing needs of their customers, TVS Motor Company has developed this APP taking into consideration a number of parameters and data points ensuring that their customers requirements with regards to information, knowledge on the vehicle and care for the two wheeler is at priority. First hand information on service needs, mileage, performance, convenience and safety is now seamlessly delivered to every customers mobile phone once it is downloaded from Google Playstore.

This is yet another customer connect initiative from TVS Motor Company. It is a significant effort to connect with customers, get instant feedback on all issues and react with speed to keep their satisfaction levels high.

Key features of this APP:

Service Schedules: Customers will have first hand information on the recommended service interval with respect to Time and Kilometer for their vehicles.

PRESS RELEASE



Specifications: It will enable current and future customers to know more about vehicle details related to Engine, Electrical, Chassis, Capacities, Tyres, Brakes and Dimensions and take an informed decision.

Service Booking: Customers can book their services appointment online with their preferred dealership for a hassle free service initiation at dealership on their arrival. This facility can be availed through the official website of TVS Motor Company also. Currently service booking facility is available at selected 120 dealerships across India.

Warranty: Customers can know more about their vehicle warranty terms and conditions at ease.

News & Updates: This feature provides the latest information and updates related to TVS Motor.

Service History: This features presents customers with first hand knowledge on their vehicle service history. Customers can also rate their last service experience with TVS Motor.

Locate Dealer: With this feature, TVS Motor Company's dealerships can be located by the customer using their current location through GPS. The dealerships can also be searched based on state and city with addresses and contact details.

Tips: Useful tips are available for customers for getting better mileage from their vehicle and vital safety riding tips.

Fuel Records: Customers can manage their fuel expenses with this unique feature. They can also calculate the vehicle's mileage with the help of this feature.

Contact us: Contact details of TVS Motor are provided for customer support. This *APP* is available in India, on Google Playstore for current and prospective TVS Motor Company's two wheeler customers. It will be upgraded from time to time with new features based on users feedback.

TVSM Service *APP* : <https://play.google.com/store/apps/details?id=com.tvsm.service>