

01/02/C/01/

16th March 2016

BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai 400 001

Scrip code: 532343

Dear Sir,

Reg: Compliance under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (LODR).

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we enclose a Press Release regarding the partnership entered with Snapdeal to sell the motorcycles and scooters online.

Thanking you,

Yours truly,
For TVS MOTOR COMPANY LIMITED


K S Srinivasan
Company Secretary

Encl : a/a

PRESS RELEASE



TVS Motor Company two-wheelers now available online on Snapdeal

Exciting range of 9 products from TVS Motor Company available

New Delhi, March 16, 2016: TVS Motors has entered into a partnership with Snapdeal to sell the motorcycles and scooters online. Nine two-wheeler products from TVS Motor Company will be available on Snapdeal. Customers will now be able to select model, colour and dealership of their choice on the Snapdeal Motors platform from the comfort of their homes.

Speaking about the partnership, **Tony Navin, Senior Vice President, Partnerships and Strategic Initiatives, Snapdeal**, said “Two-wheelers from TVS Motor Company, one of India’s most popular auto manufacturers, is a great addition to our offerings in the automobiles category. We were the first online marketplace in India to introduce this category and have built a dedicated Motors platform to provide an intuitive and seamless buying experience. We are excited to bring more options online for our customers through this partnership.”

JS Srinivasan, Vice President, Sales and Services, TVS Motor Company said “We are excited to partner with Snapdeal to expand our reach with online channel for our Two wheelers. With Snapdeal’s extensive reach and a robust technology platform, we see immense value in our partnership.”

Snapdeal Motors platform was launched in November 2015.

About Snapdeal:

Snapdeal’s vision is to create India’s most reliable and frictionless commerce ecosystem that creates life-changing experiences for buyers and sellers. In February 2010, Kunal Bahl along with Rohit Bansal, started Snapdeal.com - India’s largest online marketplace, with the widest assortment of 30 million plus products across 800 plus diverse categories from over 125,000 regional, national, and international brands and retailers. With millions of users and more than 275,000 sellers, Snapdeal is the shopping destination for Internet users across the

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country, delivering to 6000+ cities and towns in India. In its journey till now, Snapdeal has partnered with several global marquee investors and individuals such as SoftBank, BlackRock, Temasek, Foxconn, Alibaba, eBay Inc., Premji Invest, Intel Capital, Bessemer Venture Partners, Mr. Ratan Tata, among others.

For further information, visit www.snapdeal.com

About TVS Motor Company

TVS Motor Company is the third largest two-wheeler manufacturer in India and one among the top ten in the world, with annual revenue of close to USD 2 billion, and is the flagship company of the, USD 7 billion TVS Group. The company has the widest range of products in the Indian two and three wheeler industry with exports to more than 50 countries worldwide. TVS Motor Company has always stood for innovative, easy-to-handle, and environment-friendly products, backed by reliable customer service. Total customer satisfaction is achieved through excellence in quality that stems from the company's management philosophy that is based on the five pillars of TQM (Total Quality Management).

For further information, you can visit www.tvsmotor.com

Media Contact

Saumya Chawla

saumya.chawla@text100.co.in | 9873901291

Harini KS

ks.harini@tvsmotor.com

Nilanjana Nangia

nilanjana.nangia@tvsmotor.com
