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17th May 2016

BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai 400 001

Scrip code: 532343

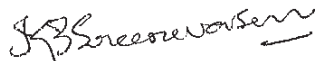
Dear Sir,

**Reg: Press Release – Launch of TVS Star City+ in New
Chocolate Gold Edition**

We enclose a Press Release regarding the launch of TVS Star City+ in
New Chocolate Gold Edition, today viz., 17th May 2016 for dissemination.

Thanking you,

Yours truly,
For TVS MOTOR COMPANY LIMITED



K S Srinivasan
Company Secretary

Encl : a/a

PRESS RELEASE



TVS Motor introduces StaR City+ in New Chocolate Gold Edition

Bangalore, May 17, 2016: TVS Motor Company, India's leading two wheeler maker, today launched the new 'Chocolate Gold Edition' of the 2016 TVS StaR City+ motorcycle. Adding to its style quotient and superior engine performance, the new variant will provide a premium look and also cater to the popular colour preference of motorcycle buyers. The Chocolate Gold edition of the TVS StaR City+ will be available along with other premium colours like Matte Titanium Grey Edition and the attractive Gold Edition model.

"We're proud to launch the premium, new variant of TVS StaR City+ in a captivating combination of gold and Matte Chocolate brown. The new Chocolate Gold Edition leverages the popularity of the matte brown colour while taking the ante of style further up with gold, to provide a stylish yet bold look to the motorcycle. We believe colours are a testament to the rider's personality and play a significant role in the purchase decision. With this new edition, we aim to reach out to the stylish yet pragmatic riders who are looking for a dash of style in their ride experience," said **Arun Siddharth, Head of Marketing – Motorcycles, TVS Motor Company.**

Ever since launch in 2014, TVS StaR City+ continues to be a popular choice among two wheeler buyers. The new Chocolate Gold edition of the motorcycle is a combination of gold, brown and tan. The gold alloy wheels in this new variant add to the superior look of the motorcycle.

The new Chocolate Gold edition of TVS StaR City+ will come with the same tried and tested 109.7cc power mill which is an ideal combination of smooth performance, power and fuel economy. Powering the TVS StaR City+ is a 110cc single-cylinder air-cooled engine that can churn out 8.30 bhp at 7,000 rpm and 8.70 Nm of torque at 5,000 rpm mated to a four-speed gearbox. Other features of the Motorcycle include digital fuel gauge, long wheelbase, wide rear tyre and an analogue speedometer.

The Special Chocolate Gold Edition TVS StaR City+ is priced at Rs. 49,234(Ex-Showroom Delhi) and is currently available at select TVS Showrooms across the country.

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.

PRESS RELEASE



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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