

01/02/C/01/

20th June 2016

BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai 400 001

Scrip code: 532343

Dear Sir,

**Reg: Press Release – Himalayan Highs Season 2 of TVS
Scooty Zest 110**

We enclose a Press Release regarding the announcement of Season 2 of TVS Scooty Zest 110 Himalayan Highs, today viz., 20th June 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 Announces Himalayan Highs Season 2

10 Riders to scale the World's Highest Motorable Road (Khardung La) on TVS Scooty Zest 110

Bengaluru, June 20, 2016: TVS Scooty Zest 110 today announced the much anticipated Season 2 of TVS Scooty Zest110 Himalayan Highs. It calls for entries from enthusiastic women riders across India to ride to the highest motorable road in the world on TVS Scooty Zest 110. The trip will be led by Ms. Anam Hashim, who rode the TVS Scooty Zest 110 to Khardung La in August 2015 making it the first 110cc scooter to scale the heights.

TVS Scooty Zest 110, is the newest offering from the iconic Scooty stable. Best in class suspension and power to weight ratio is adept to not only taking on the travails of the city, but also the travel to the Himalayas, thus unlocking another dimension for the young rider.

In response to the immense appreciation and enquiries to replicate the experience of riding to the top of the world- at 18,000 feet, TVS Motor will select 10 women riders based on their entries and auditions. The TVS Team in Bangalore will provide these riders with necessary training, to hone their riding skills prior to the ride. The TVS Scooty Zest 110 Himalayan Highs Challenge will commence in the month of August this year.

“Himalayan Highs Season 1, saw Anam’s amazing journey on her TVS Scooty Zest 110, all the way to the world’s highest motorable road. We got an overwhelming response, with kudos flowing in to appreciate the capabilities of both rider and the machine. There were queries from people wishing to recreate a similar ride experience. They wanted the high of riding the TVS Scooty Zest 110 on the most difficult terrain; setting record and feel Anam’s zeal to explore the unknown. It was this sentiment that led to Himalayan High Season 2: wherein ten riders would create history on the TVS Scooty Zest 110 and have a life-altering experience. Scooty exhorts to “LIVE FULL! Be YOU!” and we seek to provide this opportunity to 10 dynamic riders,” said **Mr. Aniruddha Haldar, VP Marketing, TVS Motor Company.**

Registrations for Season 2 will commence on June 20, 2016. Interested candidates can visit www.tvsscooty.com for further details.

About Anam Hashim

Anam Hashim hails from Lucknow. She discovered her passion for motorsports at a young age. A self-trained motor head and automobile enthusiast, in 2015, Anam Hashim rode to Khardung La Pass on a TVS Scooty Zest 110 which earned the TVS Scooty Zest 110 a place in the India Book of Records.

PRESS RELEASE



About TVS Scooty Zest:

The TVS Scooty Zest 110 cc was first introduced in August 2014, with a fresh and modern design, replete in vibrant colours such as Terrific Turquoise, Pearl Peach, Spirited Silver, Powerful Pink, Daring Black and Dynamic White. Targeted at the New-age Indian Woman of today, the Scooty stands true to the DNA of a scooter, while maintaining a fun look, coupled with vibrant graphics, elegant design and a remarkable initial pick up of 0 - 60 kmph in mere 11.1 seconds. TVS Scooty Zest 110 is a remarkable lean and mean machine that boasts of strong tyres with a powerful grip even on slippery surfaces, long-running single cylinder, four-stroke, air-cooled CVTI engine and a top-notch overall ride handling. The instrument console with white background, wedge shaped rear end with boomerang turn indicators are the design highlights. Power comes from the 109.7 cc air-cooled engine, matched to a CVT, the motor puts out 8 PS (7.88 bhp) and 8.7 Nm of torque. Key features of TVS Scooty Zest include first-ever USB charger, LED taillights, open glove compartment, textured floor board, twilight lamps, backlit odometer and stainless steel muffler guard. With best in class mileage at 62 kmpl, best in class storage at 19 litres, the scooter offers outstanding ride comfort to maximize the joy of riding.

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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