

**01/02/C/01/**

8<sup>th</sup> August 2016

BSE Limited  
Phiroze Jeejeebhoy Towers  
Dalal Street  
Mumbai 400 001

**Scrip code : 532343**

Dear Sir,

**Reg: Press Release - Announcing 10 women riders  
shortlisted for Himalayan Highs Season 2**

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We enclose a Press Release regarding announcement of shortlisted 10 women riders for participating in Himalayan Highs Season 2, today viz., 8<sup>th</sup> August 2016 for dissemination.

Thanking you,

Yours truly,  
For TVS MOTOR COMPANY LIMITED



K S Srinivasan  
Company Secretary

Encl : a/a

# PRESS RELEASE

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## TVS announces 10 women riders shortlisted for Himalayan Highs season 2

### *Riders will go to Khardung-La - on a TVS Scooty Zest 110*

**Bengaluru, August 8, 2016:** TVS Motor Company announced the names of the 10 women riders shortlisted to participate and ride in Himalayan Highs Season 2. The selected riders will accompany Anam Hashim to the highest motorable road- Khardung-La, Season 1 of Himalayan Highs saw Anam Hashim riding the TVS Scooty Zest 110 to Khardung La, making it the first 110 cc scooter to achieve this feat and earn a place in the India Book of Records.

The selection process for Himalayan Highs Season 2 kicked off in June 2016 and met with tremendous response. It saw about 50,000 enquires and over 2000 entries from women riders and enthusiasts across all 29 states and select union territories. The registrations concluded on July 5<sup>th</sup> after which the contestants were evaluated and shortlisted based on psychographics, physical fitness, mental strength and above all riding prowess.

*Refer to Annexure A for details of the 10 selected riders*

**Aniruddha Haldar, Vice President -Marketing (Scooters), TVS Motor Company,** said, “Anam’s solo ride on TVS Scooty Zest 110 to the highest motorable road was hugely inspirational for many women. It is their feedback and response that prompted the launch of Himalayan Highs Season 2, wherein Anam leads 10 women riders on their TVS Scooty Zest 110s back to Khardung-La. The riders are an amazing representation of the new age Indian woman in her many avatars. TVS Scooty Zest 110 has kept in step with the evolution of the new age Indian Women giving them a fun, exciting, comfortable and affordable ride in the city or to Khardung-La.”

Excited about the journey ahead, **Anam Hashim** says, “With a new season of Himalayan Highs, TVS Motor is making a strong statement on empowering women by giving them an opportunity to go live their dream. I consider myself very lucky to get this chance to live the memorable ride to Khardung La all over again. This time I will have 10 riders for company and that should make this a fun ride despite the challenging terrain. The TVS Scooty Zest 110, Himalayan Highs edition looks great and I am looking forward to achieving the feat with this machine yet again.” Each participant will be riding a TVS Scooty Zest 110 of their favorite color while Anam Hashim will lead the all-woman contingent on the special Himalayan Highs edition of the TVS Scooty Zest 110. Himalayan Highs Season 2 will commence from August 11, 2016 from Mandi (Himachal Pradesh).

# PRESS RELEASE

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## **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.

## **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](http://www.tvsmotor.com).

*For further information, please contact*

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# Annexure A



1. Name-Megha Chakraborty Age- 25 City- Bilaspur Occupation – Wedding Photographer	2. Name – Kainoor Mistry Age - 22 City - Mumbai Occupation – BSc Graduate
3. Name – Roshni Somkuwar Age - 22 City - Nagpur Occupation – B. Arch Student	4. Name – Garima Kapoor Age - 21 City - Lucknow Occupation – BA - LLB Honours Student
5. Name – Ebronah Dorothy Age - 24 City - Chennai Occupation – Content Writer & Verbal Trainer	6. Name – Pallavi Fajdor Age - 37 City - Delhi Occupation – Entrepreneur & Healer
7. Name – Antara Pal Age - 26 City - Bangalore Occupation - Supervisor(Transport)	8. Name – Trupti Sarmalkar Age - 50 City - Mumbai Occupation – Entrepreneur
9. Name – Surbhi Tiwari Age - 28 City - Bangalore Occupation - Digital Analytics Consultant	10. Name – Shruti Naidu Age - 28 City - Bangalore Occupation - Engineer