

20<sup>th</sup> February 2017

BSE Limited,  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
Mumbai 400 001.

**Scrip code: 532343**

National Stock Exchange of India Ltd.,  
Exchange Plaza, 5<sup>th</sup> Floor,  
Bandra-Kurla Complex,  
Bandra (E), Mumbai 400 051.

**Scrip code: TVSMOTOR**

Dear Sir,

**Reg : Press Release - Launch of two new colours for TVS WEGO**

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We enclose a Press Release regarding the announcement for the launch of two new colours, viz., Metallic Orange and T-Grey, for TVS WEGO, 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 Motor Company introduces 2 new, exciting colours for TVS WEGO

**Hosur, February 20, 2017:** TVS Motor Company, a leading two-wheeler manufacturer in India has launched two new colours (**Metallic Orange** and **T-Grey**) for its popular scooter, TVS WEGO. The refreshed WEGO models now get a BSIV compliant 110 cc CVTI engine and additional features like a dual tone seat cover, silver oak panels and a USB charging port. The 2 new colours will be offered across the entire TVS WEGO product range.

TVS WEGO was adjudged No. 1 by the 2016 JD Power (Asia-Pacific) Quality survey for the second time in **Executive Scooter** category. The scooter not only ranks the highest among executive scooter, it is the only two-wheeler to have enjoyed the No.1 position two years in a row. It is only fitting that it has taken the lead in offering a BSIV compliant vehicle to its discerning young urban customers.

“TVS WEGO stands testament to TVS Motor Company’s unwavering focus on Quality. It has cemented its position at the top of the 2016 JD Power Quality survey for the 2<sup>nd</sup> year in a row. There is no greater recognition than that which is based on user feedback. As a customer-centric organization, we are celebrating with our discerning customers through the new refreshed series. TVS WEGO now comes with a sync braking system, fully digital speedo, dual tone seat cover, silver oak panels and a USB charging port in addition to being BS IV compliant. We are confident of finding favour with the young, urban executives, whose loyalty and love TVS WEGO has enjoyed over the years.” said **Mr. Aniruddha Haldar, Vice President Marketing- Scooters, TVS Motor Company.**

Priced at Rs. 50,434 (Ex-Showroom Delhi), the refreshed range of TVS WEGO will be available at select TVS Motor Company showrooms across the country.

### **About TVS WEGO**

TVS WEGO, comes with telescopic front shock absorbers, full digital speedometer and a clever combination of an efficient engine. It also provides high levels of comfort and best-in-class mileage, making it complete feature laden package with state-of-the-art technology including the latest Synchronized Braking System (SBS). TVS WEGO is India’s first ever scooter with a body balancing technology. It’s a versatile family-friendly and sleek metal bodied scooter that strikes a perfect balance between stability and maneuverability. Its power, mileage, sturdiness and ease make it a delight for rider across for any category of user bands.

# PRESS RELEASE

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## **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).

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*For further information, please contact*

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TVS Motor Company

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