

14th March 2017

BSE Limited,
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai 400 001.
Scrip code: 532343

National Stock Exchange of India Ltd.,
Exchange Plaza, 5th Floor,
Bandra-Kurla Complex,
Bandra (E), Mumbai 400 051.
Scrip code: TVSMOTOR

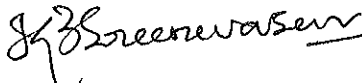
Dear Sir,

Reg : Press Release - Launch of BSIV compliant TVS Jupiter with 2 new colours

We enclose a Press Release regarding the announcement for the launch of BSIV compliant TVS Jupiter with two new colours - Jade Green and Mystic Gold, for dissemination.

Thanking you,

Yours truly,
For TVS MOTOR COMPANY LIMITED



K S Srinivasan
Company Secretary

Encl : a/a

PRESS RELEASE



BSIV compliant TVS Jupiter launched; 2 new colours added

Gets updated with BSIV engine, Auto Headlamp On (AHO) & Sync Braking System (SBS)

Hosur, March 14, 2017: TVS Motor Company, a leading two-wheeler manufacturer in India has launched its BSIV compliant TVS Jupiter and added two new colours - **Jade Green and Mystic Gold**. The refreshed scooter is now **BSIV compliant, with Auto Headlamp On (AHO) and equipped with Sync Braking System (SBS)**.

SBS ensures rider safety as it automatically activates the front brakes when the rear brakes are used. The feature, previously available on ZX range will now be available on the Base variant as well.

Commenting on this, Mr. Aniruddha Halder, Vice President Marketing- Scooters, TVS Motor Company, said, "TVS Jupiter has received such enthusiasm from the consumers, in response to its credo of Zyada ka Fayda. Living true to this credo not only is the entire Jupiter range now BSIV compliant, it now offers the unique Sync Braking System (SBS) across the entire range (earlier only available on the ZX range). Further, for our customers, we are adding two colours **Jade Green and Mystic Gold**, giving them 10 colour options to choose from. We are happy to offer all this with absolutely no change in the Ex-showroom price, truly ZYADA KA FAYDA!"

Since its launch in 2013, TVS Motor Company's flagship scooter brand Jupiter has been strengthening the Company's foothold in the scooter market and contributing to overall scooter segment uptake, penetration and growth in India. There are currently more than 1.5 million Jupiter customers on Indian roads.

TVS Jupiter is powered by a next generation, all-aluminum, low-friction 110cc engine that delivers an amazing mix of power, superior acceleration and best in class fuel efficiency. The metal bodied, TVS Jupiter is styled to have a substantial on road presence, which delivers high performance ride quality with superior ride comfort making it a perfect, sensible companion. The scooter also comes with TVS patented Econometer, which guides riders in both 'Eco Mode' and 'Power Mode' and the engine delivers best-in-class fuel economy in 'Eco' mode.

There is no revision in the prices for the BS IV models of Jupiter, priced at Rs. 49,666 (Ex-Showroom Delhi), the scooter is available across all TVS dealerships.

PRESS RELEASE



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 endeavor 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.

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TVS Motor Company



