

1st 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 : Sales update for the month of February 2017.

Please find enclosed the Press Release regarding the Company's sales update for the month of February 2017.

Thanking you,

Yours truly,
For TVS MOTOR COMPANY LIMITED


K S Srinivasan
Company Secretary

Encl : a/a

PRESS RELEASE



TVS Motor Company clocks sales of 211,470 units in February 2017

Hosur, March 1, 2017: TVS Motor Company posted sales of 211,470 units in the month of February 2017 as against 219,467 units recorded in the month of February 2016. As part of our plans to gear up for the BSIV norms, we have completely transitioned to the production of BSIV vehicles.

Two-Wheeler

Total two-wheelers registered sales of 206,247 units in February 2017 as against 211,148 units in February 2016. Domestic two-wheelers recorded sales of 172,611 units in February 2017 as against 183,199 units recorded in February 2016.

Scooters sales grew by 2.9% from 67,089 units in the month of February 2016 to 69,020 units in the month of February 2017. Motorcycles recorded sales of 58,994 units in February 2017 as against 77,093 units registered in the month of February 2016.

Three-Wheeler

Three-wheeler of the Company registered sales of 5,223 units in February 2017 as against 8,319 units in February 2016.

Exports

The Company's total exports increased by 9.8% with sales growing from 34,804 units in the month of February 2016 to 38,215 units recorded in the month of February 2017. Two-wheeler exports grew by 20.3% with sales increasing from 27,949 units registered in February 2016 to 33,636 units registered in February 2017.

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 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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TVS Motor Company