

3<sup>rd</sup> April 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 : Sales update for the month of March 2017.**

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

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 Sales grow by 10% in March 2017**

**Hosur, April 3, 2017:** TVS Motor Company posted a sales growth of 10% during the month of March 2017, with total sales increasing from 232,517 units recorded in the month of March 2016 to 256,341 units in the month of March 2017.

### **Two-Wheeler**

Total two-wheeler sales increased by 10.7% from 226,643 units recorded in March 2016 to 250,979 units in March 2017. Domestic two-wheelers sales grew by 8.4% from 200,190 units in March 2016 to 216,995 units registered in March 2017.

Scooter sales of the Company grew by 23.5% increasing from 68,161 units in March 2016 to 84,173 units in March 2017. Motorcycles sales grew by 10.3% increasing from 86,776 units in the month of March 2016 to 95,671 units in March 2017.

### **Three-Wheeler**

Three-wheeler of the Company registered sales of 5,362 units in March 2017 as against 5,874 units in March 2016.

### **Exports**

The Company's total exports grew by 23.6% increasing from 31,121 units in March 2016 to 38,462 units in the month of March 2017. Two-wheeler exports registered growth of 28.5% increasing from 26,453 units in March 2016 to 33,984 units in March 2017.

### **Fourth Quarter Sales Performance**

During the fourth quarter of the current financial year, two-wheeler sales grew by 3.2 % increasing from 6.39 lakh units registered in the fourth quarter of the previous year to 6.59 lakh units in the quarter under review. Three-wheeler sales of the Company was at 0.15 lakh units in the fourth quarter of the current year as against 0.21 lakh units in the fourth quarter of the previous year.

### **Transition from Bharat Stage III (BS III) to Bharat Stage IV (BS IV)**

The Company had commenced manufacture and sale of BS IV compliant stocks much before the transition date of March 31, 2017. Consequently, the stocks of BS III compliant products with the dealers were progressively coming down. However, on March 29, 2017 by its order, the Honourable

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Supreme Court of India permitted sale of such BS III emission compliant products only up to March 31, 2017. Accordingly, the Company within the framework provided by the court order extended suitable required support to the dealers to enable them to offer attractive incentive schemes to customers to sell the BS III compliant stocks. The dealers have confirmed that majority of such stocks have been sold by March 31, 2017. The Company is assessing the one-time impact of this transition on the financials of the Company.

## **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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