

6th April 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 - TVS Motor Company bags top honours in the
J.D. Power 2017 Study**

We enclose a Press Release on the captioned subject, for dissemination.

Thanking you,

Yours truly,
For TVS MOTOR COMPANY LIMITED


K S Srinivasan
Company Secretary

Encl : a/a

PRESS RELEASE



TVS Motor Company bags top honours in the J.D. Power 2017 Study

TVS Star City Plus, TVS Apache RTR 160 & TVS Sport emerge as top performers in their respective product categories

Hosur, April 6, 2017: **TVS Motor Company**, a leading two and three-wheeler manufacturer in India, has bagged top honors at the **J.D. Power 2017 India Two-Wheeler Initial Quality (2WIQS) Study and Automotive Product Execution and Layout (2WAPEAL) study**. The 2017 J.D. Power study has ranked **TVS Star City Plus** as best quality product in the economy segment while the **TVS Apache RTR 160** has claimed the best quality title in the premium segment. **TVS Sport** has been ranked as No 1 in APEAL in economy segment.

J.D. Power annually ranks the two-wheelers in terms of Best-in-Class quality and Best-in-Class customer APEAL through a detailed survey with over 9,000 customers. This study is the third survey of this dimension in India and globally it is the indicator of customer delight. Through the years, TVS Motor Company has always been a front-runner in delivering world class quality products.

Commenting on the results, **Mr. KN Radhakrishnan, President and Chief Executive Officer, TVS Motor Company**, said, "As a company, it is our endeavor to constantly strive and meet the evolving needs of the consumer and remain focused on providing a superior ownership experience to them. Our customer centricity and focus on quality are the underpinning factors of our success, which differentiate us. The recognition by the **J.D. Power Study 2017** is, therefore, a testimony to our efforts to deliver absolute customer delight through the five pillars of TQM (Total Quality Management)."

He added, "Design and manufacturing quality are both imperative to deliver the overall experience promise in context of the Indian terrain and usage habits. These market specificities are core to our quality strategy. We are confident that we will continue to deliver on this promise"

The 2017 India Two-Wheeler Initial Quality Study (2WIQS) is based on evaluation from 9,570 vehicle owners who purchased a new vehicle between March 2016 and October 2016. The study includes 87 two-wheeler models from 10 manufacturers. The study was fielded from September 2016 to December 2016 in 45 cities across India.

Automotive Product Execution and Layout (2WAPEAL) study examines 34 attributes across six performance categories (in alphabetical order): control switches/ locks; engine and transmission performance; fuel economy; looks and styling; ride and handling; and seats. Overall APEAL performance is reported as an index score based on a 1,000-point scale, with a higher score indicating higher satisfaction.

PRESS



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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. For more information, please visit www.tvsmotor.com.

For further information, please contact

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