

4th May 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 tops J.D. Power 2017
Customer Satisfaction Study for second consecutive year**

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 tops J.D. Power 2017 Customer Satisfaction Study for second consecutive year

Ranked highest in Customer Satisfaction with Two-Wheeler After Sales Service

Hosur, May 04, 2017: TVS Motor Company, a leading two and three-wheeler manufacturer in India, has retained the **No. 1 spot at the J.D. Power 2017 India Two-Wheeler Customer Service Index (2WCSI) StudySM**. For a second year in a row, TVS Motor Company has been ranked highest in Two-Wheeler After Sales Service.

The study measures customer satisfaction with after-sales service experience at authorized service centers during the first two years of vehicle ownership. It takes into consideration satisfaction levels across these five parameters: vehicle pick-up (22%); service advisor (21%); service quality (20%); service facility (19%); and service initiation (18%). Overall customer satisfaction is measured on a 1,000-point scale. **Performing exceptionally well in all five factors and with a top score of 782, TVS Motor Company stood a clear winner in the two-wheeler segment.**

Commenting on the results, **Mr. KN Radhakrishnan**, President and Chief Executive Officer, TVS Motor Company, said, “Effective communication and customer engagement are critical in a service-oriented industry like ours. At TVS Motor Company, customer-centricity is important to us and we don’t stop at satisfying our customers, but delighting them. It is our consistent endeavour to provide our customers end-to-end support and guidance to give them a remarkable ownership experience. We have enjoyed customer advocacy and loyalty for the consecutive two years and this win is a testimony of that. We feel honoured and are humbled for the trust our customers bestow on us. We will continue to aim to exceed their expectations and deliver on all our promise.”

The 2017 India 2WCSI Study is based on evaluations from 7,310 two-wheeler owners in 45 cities across India. These owners purchased a new two-wheeler between November 2014 and March 2016 and had a service experience within three months of evaluation. The study was fielded from November 2016 to March 2017.

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

PRESS RELEASE



received the prestigious Deming Prize. Our products lead in their respective categories in the JD Power IQS and APEAL surveys for the past three years. We have been ranked No. 1 Company in the JD Power Customer Service Satisfaction Survey for consecutive two years. For more information, please visit www.tvsmotor.com.

For further information, please contact

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