

11<sup>th</sup> May 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 : Press Release - TVS Motor Company strengthens its presence in Central America**

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We enclose a Press Release for dissemination, regarding the Company's alliance with a Guatemala based company MASESA (Mayor Servicios Sociada Anonima), a leader in the commercialization of motorcycles and Tuk Tuks in the Central American region.

Thanking you,

Yours truly,  
For TVS MOTOR COMPANY LIMITED



K S Srinivasan  
Company Secretary

Encl : a/a



**TVS Motor Company strengthens its presence in Central America**

**TVS Motor announces alliance with the leading firm in the region.**

**MASESA exclusive representative of TVS Motor in 5 countries.**

**May 11, 2017, Guatemala:** TVS Motor Company, a leading two and three-wheeler manufacturer globally, announced today its alliance with MASESA (*Mayor Servicios Sociada Anonima*), a Guatemala based company that is a leader in the commercialization of motorcycles and Tuk Tuks in the Central American region. This alliance is in line with the company's plan to expand and strengthen its presence in Central América, LATAM, South East Asia and Middle East.

In this alliance, MASESA will develop exclusive TVS Motor Company concessionaires in Guatemala, El Salvador, Honduras, Nicaragua and Costa Rica.

MASESA currently operates through a network of 500 touch points throughout the region, which are managed by an extraordinary team, who will manage a wide catalog of parts and service centers duly equipped, guaranteeing the adequate support of the brand and making this alliance one of the most important ones of the industry in recent years in the region.

**R. Dilip, Sr. Vice President- International Business of TVS Motor Company,** said: *"We are very pleased to partner with a well-known company such as MASESA, which has rich experience and immense knowledge of the market and the needs of customers in this region. The unique network of distribution that MASESA has developed makes them the best strategic ally for TVS. With this alliance we will be able to personalize our value offers and provide the right products for our future clients throughout Central America and consolidate our presence in the area."*

*"We at MASESA will represent TVS with great passion and pride, with the objective of satisfying the demanding needs of our current and potential clients, and we will work hard to successfully consolidate our new strategic alliance. In Masesa we will distribute, with the responsibility that characterizes us, all the products that TVS provides us and we will be the best bridge between the best technology available in India and our important clients throughout Central America,"* said **Samuel Espina, Regional Manager of Public Relations at Masesa.**

In the first phase of this association, 5 emblematic exhibition and sales rooms will be installed in the region, which will also offer the entire range of spare parts and technical service, in turn the products of TVS Motor Company will be available in the 500 dealers Masesa has throughout Central America.

**TVS products to be marketed throughout Central America are listed below:**

**From India:**

**Scooters:** Scooty Zest 110 & Wego 110

**Motorcycles:** StaR HLX 100/125, Sport 100 ES, Phoenix 125, Stryker 125,  
Apache 160/180/200

**Three wheeler:** TVS King DLX

**From Indonesia:** Max 125 and Neo 110

**About Masesa**

Masesa (*Mayor Servicios Sociada Anonima*), is the leading company in Central America in the importation and commercialization of two and three-wheeled vehicles, with more than 25 years of experience in the market, 500 points of sale and 583 authorized service centers in the region.

We believe that through the sale of our products we improve the quality of life of Central Americans by offering work and transportation solutions. In addition, our commitment extends beyond those required by the standards, as we believe in corporate social responsibility, which is reflected for example in actions such as our campaign called "The Yellow Helmets of Masesa", the most important security campaign Road for motorcyclists throughout the region. For more information visit [www.masesa.com](http://www.masesa.com)

**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 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](http://www.tvsmotor.com).

*For further information, please contact*

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