

28th June 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 Partners with Abans
Auto for Three-Wheeler Exports to Sri Lanka**

We enclose a Press Release for dissemination, regarding the Company's partnership with Abans Auto, a leading distributor in Sri Lanka, for exports of three-wheeler in the Sri Lankan market.

Thanking you,

Yours truly,
For TVS MOTOR COMPANY LIMITED


K S Srinivasan
Company Secretary

Encl : a/a

PRESS RELEASE

Abans



TVS Motor Company Partners with Abans Auto for Three-Wheeler Exports to Sri Lanka

To launch TVS King, India's first 200cc Three-wheeler in Sri Lankan market

Colombo, June 28, 2017: TVS Motor Company, a leading two-wheeler and three-wheeler manufacturer in India announced its partnership with Abans Auto a leading distributor in Sri Lanka. Through this tie-up, **TVS King**, the 200 cc passenger three-wheeler, will be launched in the Sri Lankan market.

As a part of the agreement, the Company will leverage Abans Auto's network of over 200 showrooms and appointed dealers in strategic locations around Sri Lanka. Furthermore, Abans Finance will provide finance schemes to the customers of TVS Motor Company at affordable rates.

Commenting on the partnership **Mr. R Dilip, Senior Vice President - International Business, TVS Motor Company**, said, "Abans Group is a respected and trusted brand in Sri Lanka. Their auto subsidiary, Abans Auto has an unrivalled distribution of 200 showrooms and touch points across the country. Known for providing superior customer experience in sales and service, it is an ideal platform for TVS King to gain acceptance in the country. At TVS Motor Company, we place immense focus on customer centricity and quality and we are confident that we have partnered right for our foray into Sri Lanka."

"The TVS King is ideally suited for Sri Lankan conditions, and far superior to the competition, with an affordable price, together with financial assistance given to prospective buyers through Abans Finance, we are confident that it will market well in our country" said **Mr. Behman Pestonjee, Managing Director of Abans PLC**.

TVS King is a futuristic three-wheeler product with a good combination of Power, Style, Comfort and Mileage and is designed for today's cities. The TVS King is powered with a higher capacity 200 cc, modern low friction 7-port engine with the peak torque at lower rpm to climb gradients easily and drive the vehicle in congested city traffic without frequent gearshifts. The engine operates at lower revolutions for a given road speed thereby improving the reliability of the engine and delivers good mileage.

The vehicle comes with Powerful Twin Head lamps (35 watts) with bigger and brighter rear tail lamps and has a single large windshield with laminated glass. Attractive interiors that add to the styling of the vehicle include a car-like dashboard with fuel level indicators and mobile phone charging socket, dual tone high quality seats, and an integrated bumper. The TVS King's electric start option reduces driver's fatigue. The vehicle has better head

PRESS RELEASE

and legroom in the passenger compartment, while the suspension and the seat are positioned so as to optimize superior ride quality for longer duration.

TVS King is priced at 691, 850 LKR and is available in all showrooms of Abans Auto across Sri Lanka.

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 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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