

3rd July 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 cuts prices to pass on
GST benefits**

We enclose a Press Release for dissemination, regarding Company's reduction
of prices on its two wheelers to pass on GST benefits to its customers.

Thanking you,

Yours truly,
For TVS MOTOR COMPANY LIMITED


K S Srinivasan
Company Secretary

Encl : a/a

PRESS RELEASE



TVS Motor Company cuts prices to pass on GST benefits

Hosur, July 03, 2017: TVS Motor Company, today reported that it had reduced prices on its two wheelers to pass on GST benefits to its customers.

The Company is very optimistic about GST which is a landmark reform. It will bring in a lot of ease in doing business, and it will be a huge positive for the country.

The Company has passed on the benefit coming out of GST to its customers effective 1st July 2017. The price reduction is in the range of Rs. 350 to Rs. 1,500 in the commuter segment. In the premium segment products, the prices are reduced up to Rs. 4,150 depending on each State. Dealers will be given suitable assistance on the opening stock as on 1st July 2017 purchased by them at a pre-GST price.

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.

For further information, please contact

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