

29<sup>th</sup> August 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,

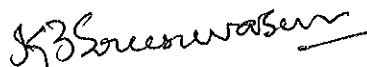
**Reg : Press Release - Company announces Himalayan Highs  
Season 3 final list of Riders**

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We enclose a Press Release regarding the announcement of Himalayan Highs  
Season 3 final list of Riders.

Thanking you,

Yours truly,  
For TVS MOTOR COMPANY LIMITED



K S Srinivasan  
Company Secretary

Encl : a/a

# PRESS RELEASE

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## TVS Motor Company announces Himalayan Highs Season 3 final list of Riders

***#FEELTHEPOWER - 10 women and 2 men to ride the TVS Zest 110 to the Himalayas***

**Bengaluru, August 29, 2017:** TVS Motor Company announced the names of the 12 riders shortlisted to participate and ride in Himalayan Highs Season 3. The selected riders will embark on a journey to the Himalayas, astride a 110cc, scooter, claiming a hat trick! The Season 2 of Himalayan Highs witnessed 11 women riders securing a place in the India Book of Records for being the first women-only group to scale the mighty Khardung La on a 110cc, scooter.

Following the two successful seasons of Himalayan Highs, TVS Motor Company kicked off the selection process for Season 3 in July, 2017. The process was equally grueling with multiple rounds of evaluation that focus on physical health and psychological resilience to brave the odds that nature throws as a part and parcel of such rides. The shortlisted riders were provided with safety and riding training from experts including people from TVS Racing team. Himalayan Highs has always evoked a lot of interest among the youth of the country, with Season 3 receiving over 1,00,000 enquiries. This year, in response to popular demand to throw open registrations to all, Season 3 assumes a bigger and scaled up form with male riders joining in for the ride.

**Commenting on this occasion, Aniruddha Haldar, Vice President (Marketing) Commuter Motorcycles, Scooters and Corporate Brand, TVS Motor Company,** said, *“TVS Zest 110, Himalayan Highs is fast evolving into a landmark event finding its place into the annual riding calendar of enthusiasts as well as aspirants. We are delighted to include both men and women riders this year. These are extraordinary young people who will discover the complete extent of their power and that of their machines on this journey of a lifetime.*

Himalayan Highs Season 3, will commence in the first week of September 2017 with the flag off taking place at Mandi (Himachal Pradesh).

### **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-

# PRESS RELEASE

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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).

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