

8th August 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 - Company unveils TVS Jupiter Classic Edition

We enclose a Press Release regarding the launch of TVS Jupiter Classic Edition, for dissemination.

Thanking you,

Yours truly,
For TVS MOTOR COMPANY LIMITED


K S Srinivasan
Company Secretary

Encl : a/a

PRESS RELEASE



TVS Motor Company unveils TVS Jupiter Classic Edition

New variant available in exclusive colour & additional features

Bangalore, August 8, 2017: TVS Motor Company, India's leading two and three-wheeler manufacturer announced the launch of an all new TVS Jupiter Classic edition. The Classic edition comes with enhanced features, which are set to evoke a sense of timeless reassurance in customers.

Popular for delivering high-performance ride quality with superior ride comfort, TVS Jupiter has also stood for promising stylish road presence. The Classic edition offers a variety of novel features such as a *sunlit ivory body colour, 'classic-edition' decals, elegant full chrome mirrors, a classy chrome backrest*, along with other thoughtfully designed features like a *smart USB charger and comfortable dual-tone seat*. Every feature of the TVS Jupiter Classic edition is a testimony to its elegance and timeless styling.

Commenting on this launch, Mr. Aniruddha Haldar, Vice President (marketing) – Commuter Motorcycles, Scooters & Corporate Brand, TVS Motor Company, says, "Timelessness is the true hall mark of a CLASSIC. Unchanging and yet always contemporary that's how we

have always seen our offering of TVS Jupiter to our consumers. And continuing its promise of ZYADA KA FAYDA, we celebrate timeless value in celebrating CLASSIC, the all new **TVS Jupiter Classic Edition**. Its unique features cover style, practicality, and value, like the pillion back rest or the stylish windshield. Millions of consumers have and continue to repose their faith in TVS Jupiter; this gives us great confidence."

TVS Jupiter Classic edition is powered by a next generation, all-aluminium, low-friction 110cc engine that delivers an incredible mix of power, superior acceleration and best in class fuel efficiency. The metal bodied, TVS Jupiter Classic is styled to have a substantial on road presence, which delivers high-performance ride quality with superior ride comfort making it a perfect, sensible companion. The scooter also comes with TVS patented Econometer, which guides riders in both 'Eco Mode' and 'Power Mode' and the engine delivers best-in-class fuel economy in 'Eco' mode.

TVS Jupiter Classic Edition: New Feature Highlights

- Stylish Windshield
- Elegant Round Shaped Full Chrome Mirrors
- Unique Sunlit Ivory Body Colour
- Special "Classic" Decals
- Premium Dual Tone Seats with Stitching
- Exclusive Silver Oak Panels
- Sleek Chrome Finish Handle Dampeners
- Classy Chrome Backrest
- Smart USB Charger
- Disc Brake
- Classic Dial Art

PRESS RELEASE



TVS Jupiter Classic Edition is priced at Rs. 55,266 (Ex Showroom – Delhi) and will be available in all TVS dealerships across the country.

About TVS Jupiter

Since its launch in 2013, TVS Motor Company's flagship scooter brand TVS Jupiter has been strengthening the Company's foothold in the scooter market and contributing to overall scooter segment uptake, penetration and growth in India. There are currently more than 1.5 million Jupiter customers on Indian roads. The 110cc scooter is equipped with **Sync Braking System (SBS)** and is currently available in spectacular colours of Titanium Grey, Mercury White, Midnight Black, Volcano Red, Sparkling Silver, Royal Wine, Matte Blue, and Stallion Brown. The recent additions of Jade Green and Mystic Gold, give customers a selection of 10 colours to choose from.

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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