

7<sup>th</sup> September, 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,

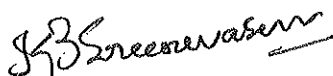
**Reg : Press Release - Company launches TVS Victor 'Premium Edition', a 110cc motorcycle**

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We enclose a Press Release regarding launch of TVS Victor 'Premium Edition', a 110cc motorcycle.

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 launches TVS Victor 'Premium Edition' for festive season**

*New variant boasts of chrome detailing, premium sticker scheme & chrome crash guard*

**Hosur, September 7, 2017:** TVS Motor Company, one of India's largest two-wheeler manufacturers, launched the new Premium edition of the iconic, TVS Victor with stylish features for the festive season. With a strong presence in the executive motorcycle segment, the Premium edition of TVS Victor sets the benchmark even higher with its dynamic design language, class leading technology, fascinating interplay of attractive graphics and superior performance.

The 110cc motorcycle has a new sticker scheme and comes with a body colored pillion handle. The chrome details on the side panels add a touch of style. The gold detailing on the engine cover case accentuates the premium feel of the motorcycle and also it comes with LED DRL (Daylight Running Light) which adds to Safety & Fuel efficiency. The motorcycle also comes with a chrome crash guard, which adds to the visual appeal of the new variant.

Commenting on the new offering, **Aniruddha Haldar, Vice President (Marketing) – Commuter Motorcycles, Scooters and Corporate Brand**, said, *“At TVS Motor Company, we are constantly seeking to offer technologically superior and stylish experience to our customers. This festive season, an icon is getting a whole new look. This premium edition of TVS Victor now offers quality and performance with bold styling and personality. We are sure that our consumers will enjoy this bolder and striking presence on the road as they enjoy the Ultimate “Joy of Riding” on their TVS Victor, thanks to the advanced O3C 3V Engine.”*

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While the premium edition boasts of dynamic new features, it also retains its essence which has made it the preferred choice of over 2 lakh customers across India. TVS Victor preserves its superior engine performance and delivers the excellent mileage of 72 km/l. TVS Victor is powered by an advanced 3-valve Oil cooled engine, which is tuned to deliver the optimum combination of power and fuel economy. An electric start fires up the 4-speed powertrain to churn out 9.5 PS of power@ 7500 rpm with a torque of 9.4 Nm @6000 rpm.

The new Premium Edition will be available in only Disc variant and black colour with yellow graphics, while the other regular variants will be available in both Disc & Drum variants with 5 impressive colours. The new Premium Edition will be priced at Rs.55,065 (Ex-Showroom Delhi).

The premium edition TVS Victor fits into its class smartly and is a value for money ride with premium features, a refined engine with ample performance and good comfort.

### **About TVS Victor:**

Designed to suit customers looking for class leading drivability, comfort, safety and handling, it carries an 8-liter fuel tank (including 2-liter reserve). A top speed of 90kmph, with low kerb weight of 113 kg and its compact dimensions makes the TVS Victor an ideal motorcycle for city commuters. The motorcycle has a wheelbase of 1260 mm with a ground clearance of 175 mm which makes it easier to cruise over bumpy roads and tough terrains. Telescopic oil damped front suspension and 5 step adjustable hydraulic series spring suspension at the rear ensure smooth ride and handling. A broad seat adds to the comfort of the motorcycle. Its short gear ratio and excellent braking makes it a joy to ride even on the most congested of roads. TVS Victor comes along with new mirrors and instrument pane. **TVS Victor is the first commuter motorcycle in India to be available with DRL.** LED DRL (Daylight Running Lamp) is considered to be safer, reduces glare and reduces fuel consumption.

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# PRESS RELEASE

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## **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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TVS Motor Company

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