

14th September 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 announces successful completion
of Himalayan Highs Season 3**

We enclose a Press Release regarding the announcement of successful completion of Himalayan Highs Season 3.

Thanking you,

Yours truly,
For TVS MOTOR COMPANY LIMITED



K S Srinivasan
Company Secretary

Encl : a/a

PRESS RELEASE



TVS Motor Company announces successful completion of Himalayan Highs Season 3

#FeelThePower - 12 riders scale the mighty Himalayas on TVS Zest 110

Traverse over 970 kms in 11 days

New Delhi, September 14, 2017: TVS Motor Company announced the successful completion of Himalayan Highs Season 3 which saw 12 riders riding to the Himalayas astride the TVS Zest 110. The entourage, in its third edition, saw 10 women and 2 men riders from across India, ride the TVS Zest 110 through some of the world's most treacherous roads peaking over 18,000 feet. The riders covered a total distance of over 970 kilometers in a span of 11 days.

Flagged off on September 1, 2017 from Mandi, in Himachal Pradesh, the group concluded the ride on September 11, 2017 after scaling the Khardung La pass as the final summit.

The 12 riders, selected through multiple rounds of evaluation, which included physical test and psychological resilience, were *Ashwini Pawar (Mumbai), Anjali Chaudhary (Uttar Pradesh), Aashraya Suresh (Karnataka), Shagufta Khan (Mumbai), Vineeta Lohchab (Delhi), Riya Roy (West Bengal), Baishali Nath (Assam), Devaki P (Telangana), Milam Shah (Uttar Pradesh), Mohit Bhardwaj (Delhi), Andre Camara (Goa) and Anjali Manoharan (Kerala).*

Commenting on this feat, Aniruddha Haldar, Vice President (Marketing) Commuter Motorcycles, Scooters and Corporate Brand, TVS Motor Company said, "TVS Zest 110 Himalayan Highs has completed its 3rd season which has been unequivocally a resounding success. #FEELTHEPOWER has been its credo and we have seen this in the way that the 12 riders have performed and how the TVS Zest 110 has responded yet again to the challenges of the Himalayas. It has celebrated the human spirit and prowess of the TVS Zest 110. We thank the vast numbers of the brand lovers who encouraged us through their support on social media. TVS Zest 110 has clearly shown that it has what it takes to take on any challenge, even a Himalayan challenge."

Himalayan Highs Season 3 witnessed massive response across the country with over 1,00,000 enquiries from women and men enthusiasts. Last year, in the second season of Himalayan Highs, 11 women participants secured a place in the India Book of Records for being the largest group of women to scale Khardung La on a 110cc scooter.

PRESS RELEASE



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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