

4th October 2018

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 introduces TVS Jupiter Grande for the festive season

We enclose a Press Release regarding "TVS Motor Company introduces TVS Jupiter Grande for the festive season", for dissemination.

Thanking you,

Yours truly,
For TVS MOTOR COMPANY LIMITED


K S Srinivasan
Company Secretary

PRESS RELEASE



TVS Motor Company introduces TVS Jupiter Grande for the festive season

Special edition boasts of contemporary new features

Hosur, October 04, 2018: TVS Motor Company, a reputed manufacturer of two-wheelers and three-wheelers in the world, today introduced the new TVS Jupiter Grande. The special edition, launched for the festive season, will join the wide portfolio of the flagship scooter brand – TVS Jupiter. Boasting of a host of new features and a unique Starlight Blue colour, the TVS Jupiter Grande is an epitome of magnificence.

TVS Jupiter has always delivered on its promise of ‘Zyada ka Fayda’, and with TVS Jupiter Grande, the brand takes the offerings up by a substantial notch. For the first time, TVS Jupiter Grande comes equipped with a sharp LED Tech Head Lamp with Position Lamp and also features a Digital Analog meter with Econometer®. Complete with category-first diamond cut alloy wheels, the scooter also boasts of independent adjustable shocks.

The Starlight Blue colour of the TVS Jupiter Grande is mated to a premium cross-stitched maroon seat and the scooter sports a Grande badge. The beige panels, body coloured pillion handles and stylish chrome highlights further accentuate its grand look.

Commenting on this launch, Mr. Aniruddha Haldar, Vice President (Marketing) – Commuter Motorcycles, Scooters & Corporate Brand, TVS Motor Company, said, “*TVS Jupiter Grande is the latest in the series of annual special editions that TVS Jupiter brings for its customers. Through its grand features like LED tech head lamp, adjustable shocks, digital analog speedometer, diamond cut alloy*

wheels and the striking Starlight Blue colour, the scooter will strive to be the ‘Grand Irradon ki grand safari’. Each year, we pick a theme in the brand story or bring alive consumer’s life truths. This year, we are celebrating ‘parents’ – each parent has the intent to ensure a grand success of their kids and TVS Jupiter Grande pays homage to this sentiment. This is our humble effort to celebrate and drive grand motivation in our consumer’s lives.”

KEY FEATURES OF TVS JUPITER GRANDE

- LED Tech Head Lamp with Position Lamp
- Digital Analog meter with Econometer®
- Independent adjustable shocks
- Category-first diamond cut alloy wheels
- Premium cross-stitched maroon seat
- Starlight Blue colour
- Grande badge
- Beige Panels
- Body coloured pillion handle
- Stylish chrome highlights

PRESS RELEASE



TVS Jupiter recently crossed the 2.5 million units in sales milestone. It was also awarded the most appealing executive scooter by J.D. Power 2018 Two-Wheeler Automotive Product Execution & Layout (2WAPEAL) Study.

Launched in 2013, TVS Jupiter has always delivered exceptional value in terms of both features as well as riding experience. With multiple accolades to its name, it is also the fastest scooter to reach the 1 million sales mark, 30 months after its launch.

TVS Jupiter is available in three variants namely Base, ZX (Disc and Drum) and Classic. The Base and ZX variants are available in a colour selection of Royal Wine, Matte Blue, Stallion Brown, Titanium Grey, Midnight Black, Volcano Red, Pristine White and Mystic Gold. The TVS Jupiter Classic is available in Sunlit Ivory and Autumn Brown colours.

TVS Jupiter Grande comes in both Disc and Drum variants and is priced at:

Disc: Rs. 59648 (Ex showroom Delhi)

Drum: Rs. 55936 (Ex showroom Delhi)

About TVS Motor Company

We are a reputed two and three-wheeler manufacturer, and 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 J.D. Power IQS and APEAL surveys for the past four years. We have been ranked No. 1 Company in the J.D. Power Customer Service Satisfaction Survey for consecutive three years. For more information, please visit www.tvsmotor.com.

For more information, please contact:

KS Harini / Surabhi Udas

TVS Motor Company

Ks.harini@tvsmotor.com / Surabhi.udas@tvsmotor.com

