

23<sup>rd</sup> October 2018

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,

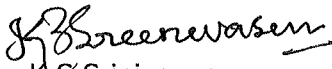
**Reg : Press Release - TVS Motor Company elevates  
Mr K N Radhakrishnan as Director & CEO**

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In continuation to our letter dated 23<sup>rd</sup> October 2018, we enclose a press release regarding appointment of Mr K N Radhakrishnan as Director & CEO in the rank of Whole-Time Director of the Company, for dissemination.

Thanking you,

Yours truly,  
For TVS MOTOR COMPANY LIMITED

  
K S Srinivasan  
Company Secretary

# PRESS RELEASE

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## **TVS Motor Company elevates Mr. K N Radhakrishnan as Director & CEO**

**Chennai, October 23, 2018:** TVS Motor Company, a reputed manufacturer of two-wheelers and three-wheelers in the world, today appointed Mr. K N Radhakrishnan as Whole Time Director of the Company. He will hold office as Director and CEO for a period of five years commencing from 23<sup>rd</sup> October, 2018.

He began his career in Sundaram Clayton in 1986 as a Management Trainee (1986) and rose to become the head of Business Planning and TQM for the group. In this role he led Sundaram-Clayton to win the prestigious Deming Prize, becoming the first Indian company to do so. In 2004, he was promoted as Executive Vice President of TVS Motor and in 2006 became its President. Under his leadership TVS Motor has become the third largest selling two wheeler brand in India. For the last three consecutive years TVS Motor has been recognized as No.1 By J.D. Power for Customer Satisfaction in the two wheeler category with its individual products being rated as segment leaders in quality and customer appeal. The Company has also recently entered the super premium segment with the launch of the TVS Apache RR 310. Radhakrishnan has led the expansion of TVS Motor into over 60 international markets. Radhakrishnan is known for his focus on quality, passion for customers, strategic planning and eye for technology.

Commenting on the appointment, **Mr. Venu Srinivasan, Chairman, TVS Motor Company** said, *“TVS Motor Company is delighted to elevate Mr. K N Radhakrishnan as Director & CEO. Over the decades, he has played a crucial role in shaping TVS Motor Company’s journey of becoming a global manufacturer boasting of superior quality products. His extensive experience within the company and his prestigious position in the automobile industry have been instrumental in helping the company achieve significant milestones. I am sure he will lead the company to even greater heights in the future.”*

Mr. K N Radhakrishnan holds a Master’s degree from the Indian Institute of Technology (IIT), Chennai and has also undergone a Management Education Program from the Indian Institute of Management (IIM), Ahmedabad.

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