

26th 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

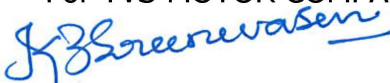
Dear Sir,

Reg : Press Release - TVS Motor Company bets big on Argentina

We enclose a Press Release regarding "TVS Motor Company bets big on Argentina - Showcases complete product portfolio at Salón Internacional de la Motocicleta Argentina 2018", for dissemination.

Thanking you,

Yours truly,
For TVS MOTOR COMPANY LIMITED



K S Srinivasan
Company Secretary

PRESS RELEASE



TVS Motor Company bets big on Argentina - Showcases complete product portfolio at Salón Internacional de la Motocicleta Argentina 2018

- *Products span across super premium, premium motorcycles, scooters and cubs*
- *The Company unveiled TVS RR 310, TVS NTORQ 125 and TVS RTR 200 4V Race Edition 2.0*
- *TVS RTR 160 4V, TVS RTR 150 and TVS Rockz were displayed at the venue*

Buenos Aires, October 26, 2018: TVS Motor Company, a reputed manufacturer of two-wheelers and three-wheelers in the world, today, unveiled their super premium offering TVS RR 310, the 125cc connected scooter TVS NTORQ 125 and the race machine TVS RTR 200 4V Race Edition 2.0 at Salón Internacional de la Motocicleta Argentina 2018 held in Buenos Aires.

TVS RR 310 is a super-premium motorcycle brand from TVS Motor Company. It boasts of superior performance and riding dynamics, combined with a powerful and expressive design.

Designed for the youth, TVS NTORQ 125 has been developed based on the TVS Racing pedigree and comes with the state-of-the-art CVTi-REVV 3 Valve engine. The scooter also marks the launch of an exclusive technology platform – TVS SmartXconnect* - making it a connected scooter.

RTR 200 4V gets the advanced ‘Anti-Reverse Torque (A-RT) Slipper Clutch’ technology and sports racing-inspired graphics, lending the motorcycle a dynamic and aggressive stance.

Commenting on the unveil of the new products, **R Dilip, Senior Vice President, International Business, TVS Motor Company**, said, *“We are optimistic about strengthening our presence in the Argentina market with the help of our distributors Beta Motor. Today, we are delighted to unveil these products at this prestigious Auto show. The TVS RR 310 is the most advanced offering in our product portfolio – a manifestation of our racing heritage and cutting-edge technology. With TVS NTORQ 125, we have developed an attractive product for the youth of Argentina as the scooter is a great package of performance, style and smart features and finally TVS RTR 200 4V Race Edition 2.0 is a stylish proposition, offering an advanced feature within the segment. We are confident that all our products will be met with positive response across the country.”*

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PRESS



RELEASE

TVS Motor Company has partnered with Beta Motor as an exclusive distributor of their products in the country. As a part of the agreement, the products from TVS Motor Company are being assembled in the industrial park of Tigre, Province of Buenos Aires and distributed through a network of over 100 dealers across the country.

Lino Stefanuto, Vice President, Beta Motor Argentina S. A., stated: *"Our association with TVS Motor Company has resulted in bringing superior quality products to the Argentinian market. We are delighted to showcase these exciting products – each product is distinct and an apt combination of quality and technology. We strongly believe that they will each hold immense value for our customers in the country. "*

Apart from TVS RR 310, TVS NATORQ 125 and TVS RTR 200 4V Race Edition 2.0, TVS Motor Company's portfolio in Argentina also includes TVS RTR 160 4V, RTR 150 and TVS Rockz.

The products will be available in a phase-wise manner early next year.

**Patent Pending*

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 JD Power IQS and APEAL surveys for the past four years. We have been ranked No. 1 Company in the JD Power Customer Service Satisfaction Survey for consecutive three years. For more information, please visit www.tvsmotor.com.

For further information, please contact - Varghese M Thomas / KS Harini
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