

30th November 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

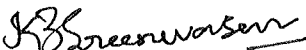
Dear Sir,

Reg : Press Release - TVS Motor Company launches TRU4 KRAAFT engine oil in association with IOCL

We enclose a Press Release regarding "TVS Motor Company launches TRU4 KRAAFT engine oil in association with IOCL", for dissemination.

Thanking you,

Yours truly,
For TVS MOTOR COMPANY LIMITED


K Srinivasan
Company Secretary

PRESS RELEASE



TVS Motor Company launches TRU4 KRAAFT engine oil in association with IOCL

To be sold in the aftermarket through IOCL distributors & retail networks across India

Bangalore, November 30, 2018: TVS Motor Company, a reputed manufacturer of two-wheelers and three-wheelers in the world, today announced the launch of a new engine oil, TRU4 KRAAFT, for the Indian market. TRU4 KRAAFT oil, a semi synthetic engine oil, has been introduced in association with Indian Oil Corporation Limited (IOCL). The TRU4 KRAAFT boasts of a well-balanced engine oil formulation and aims to enhance the smoothness of the engine thus enhancing riding comfort.

Commenting on this, **K Venkateswarlu, Senior Vice President – Parts Business**, said *“We understand the criticality of a having a well-balanced engine oil formulation to extend the health of the vehicle. With TRU4 KRAAFT, we have created a product which enhances engine durability and assures maximum fuel economy. The product has undergone rigorous testing to meet relevant standards. We believe that when the customers experience its first-hand benefits, the oil will find wide acceptance across the aftermarket.”*

TRU4 KRAAFT Highlights

- Mitigates thickening tendency of the oil
- Aids smooth clutch operation
- Protects gears against pitting and noise
- Enhances engine durability
- Helps achieve fuel economy

TRU4 KRAAFT oil boasts of a thermal oxidation which resists application temperatures beyond 140 degree Celsius to mitigate thickening tendency of the oil. Further, the formulation can disperse and keep sludge deposits away from the critical locations of the engine to ensure the cleanliness of the engine. The friction modifiers added in the formulation aid smooth clutch

PRESS RELEASE



operation thus keeping the clutch durable. This ensures that the gears are protected against pitting and noise with the minimum viscosity variations enhancing engine durability.

TRU4 KRAAFT engine oil will be distributed through the IOCL distributors and retail networks across the country. It is available in the packaging of 900 ML and 1 Litre.

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:

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TVS 

TRU4 KRAAFT

ULTRA SMOOTH BIKING



Part Number: TR600430

1L

FUEL EFFICIENT 4T ENGINE OIL
HIGH PERFORMANCE SEMI-SYNTHETIC

API SL
10W-30