

13th December, 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 rolls out the 50,000 unit of
the BMW 310cc series motorcycle**

We enclose a Press Release regarding "TVS Motor Company rolls out the 50,000 unit
of the BMW 310cc series motorcycle", for dissemination.

Thanking you,

Yours truly,
For TVS MOTOR COMPANY LIMITED


K. S. Srinivasan
Company Secretary

Encl : a/a

PRESS RELEASE



TVS Motor Company rolls out the 50,000 unit of the BMW 310cc series motorcycle

BMW G 310 R and G 310 GS are manufactured at TVS Motor Company's plant in Hosur, Tamil Nadu.

Hosur, December 13, 2018: TVS Motor Company, a reputed manufacturer of two-wheelers and three-wheelers in the world, today, rolled out the 50,000 unit of the BMW 310cc motorcycle. The motorcycle was rolled out from the Hosur plant of the company in the presence of Dr. Markus Schramm, Head of BMW Motorrad, and Mr. KN Radhakrishnan, Director & CEO, TVS Motor Company.

In April 2013, TVS Motor Company and BMW Motorrad signed a long-term strategic partnership to manufacture sub-500cc motorcycles for the globe. This collaboration has resulted in the launch of three products on the 310cc platform namely BMW G 310 R, BMW 310 GS and TVS Motor Company's TVS Apache RR 310.

Commenting on this milestone, **Mr. KN Radhakrishnan, Director & CEO, TVS Motor Company**, said, *"Today is a significant milestone in our journey with BMW Motorrad. Over the course of this six-year partnership, we have had an opportunity to create a common learning platform for both the companies resulting in the creation of aspirational products for the global market. It is heartening to see BMW's foray into sub 500cc segment meet with positive response across the globe. We are delighted to be a part of this success story."*

Adding to that, **Dr. Markus Schramm, Head of BMW Motorrad** said, *"Six years back, we took a crucial step with the decision to enter into the sub 500cc category in partnership with TVS Motor Company. In them, we found a perfect partner who have always stood for high quality and technology. We are delighted that we are rolling out the 50,000 unit of our 310 series"*

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Regd Off: Jayalakshmi Estates, 29 (Old No. 8) Haddows Road, Chennai 600 006

PRESS RELEASE



motorcycles in less than two years. This reaffirms our decision to offer BMW Motorrad quality-led premium products for the sub 500cc segment.”

The exports for these two BMW Motorrad models, BMW G 310 R and BMW 310 GS, commenced in December 2016 and today, they are being offered in more than 90 countries.

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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50,000th BIKE ROLL OUT

13.12.2018 - HOSUR

