

14th 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 expands and strengthens its presence in Peru with three new product launches

We enclose a Press Release regarding "TVS Motor Company expands and strengthens its presence in Peru with three new product launches", for dissemination.

Thanking you,

Yours truly,
For TVS MOTOR COMPANY LIMITED


K Srinivasan
Company Secretary

Encl : a/a

PRESS RELEASE



TVS Motor Company expands and strengthens its presence in Peru with three new product launches

- *Opens its state-of-the art flagship showroom in Lima in partnership with Indian Motos*
- *The products include TVS Apache RR 310, TVS NTORQ 125 and TVS Apache RTR 160 4V*

Lima, December 14, 2018: TVS Motor Company, a reputed manufacturer of two-wheelers and three-wheelers in the world, today, announced the launch of their super premium offering TVS Apache RR 310, the 125cc connected scooter TVS NTORQ 125 and the race machine TVS Apache RTR 160 4V for the Peru market.

TVS Motor Company in partnership with its local distributors; Indian Motos, also announced the opening of a state-of-the-art showroom in Lima. The new showroom located in the centre of Lima city, also boasts of 3S facility offering Sales, Service, Spares and host of other facilities. Indian Motos distributes TVS Motor Company products to over 170 sales points across Peru.

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 Peru market with the help of our distributors Indian Motos. In our six-year association, they have helped establish our brand in the country especially in terms of three-wheelers. Today, we are delighted to launch three new products and open a state-of-the-art showroom in Peru. The TVS Apache 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 Peru as the scooter is a great package of performance, style*

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and smart features and finally TVS Apache RTR 160 4V is a stylish proposition, boasting of our racing pedigree."

Minhaz Khoza, Director, Indian Motos stated: *"Our six years of association with TVS Motor Company has resulted in bringing superior quality products to the Peru market. We are delighted to showcase these exciting products at the new showroom, as each product is distinct and an apt combination of technology and quality. We strongly believe that they will each find favour with customers in the country. "*

TVS Apache RR 310 is the first 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 SmartXonnect* - making it a connected scooter.

TVS Apache RTR 160 4V is a powerful 160cc motorcycle offering born of the six-time winning Indian National Motorcycle Road Racing Championship RTR 165 motorcycle.

TVS Motor Company's portfolio in Peru also includes TVS King, TVS Apache RTR 180, TVS WEGO, TVS Stryker and TVS Apache RTR 200 Fi4V.

**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

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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.

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