

19th April 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

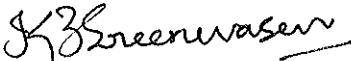
Dear Sir,

Reg : Press Release - TVS XL100 Heavy Duty 'i-Touch Start'

We enclose a Press Release regarding launch of TVS XL100 Heavy Duty 'i-Touch Start', for dissemination.

Thanking you,

Yours truly,
For TVS MOTOR COMPANY LIMITED


K Srinivasan
Company Secretary

Encl : a/a

PRESS RELEASE



TVS Motor Company launches TVS XL100 Heavy Duty 'i-Touch Start'*

Electric start technology with integrated starter generator system

Hosur, April 19, 2018: TVS Motor Company, a leading manufacturer of two-wheelers and three-wheelers, today announced the launch of TVS XL100 Heavy Duty 'i-Touch Start'*. The vehicle now comes with the electric start technology 'i-Touch Start'*, with integrated starter generator system.

The TVS XL100 Heavy Duty 'i-Touch Start'* is powered by a high spark energy engine that provides solid performance with great pick up. It comes with BS IV compliant 99.7cc four stroke engine with maximum power @6000rpm and maximum torque @3500rpm.

This two-wheeler has a wide platform and is equipped with a detachable rear seat. TVS XL 100 Heavy Duty 'i-Touch Start'* is stylish with striking graphics, attractive LED Daytime Running Lamps (DRL), sports a vibrant "Heavy Duty" logo with USB charger.

The vehicle is available in a colour selection of Green, Red, T. Grey, Black, Blue and Copper Shine with the addition of a new colour – Mineral Purple.

TVS XL100 Heavy Duty 'i-Touch Start'* is priced at Rs. 36, 109 ex showroom Delhi.

About TVS Motor Company

We are a leading 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

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

For further information, please contact – Varghese M Thomas / KS Harini
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*TVS Patents pending
