

11th July 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

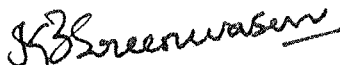
Dear Sir,

Reg : Press Release - TVS Jupiter unveils new marketing campaign to celebrate 2.5 million sales milestone & J.D.Power 2018 (2WAPEAL) study recognition

We enclose a Press Release regarding TVS Jupiter's new marketing campaign to celebrate 2.5 million sales milestone & J.D.Power 2018 (2WAPEAL) study recognition, for dissemination.

Thanking you,

Yours truly,
For TVS MOTOR COMPANY LIMITED



K S Srinivasan
Company Secretary

Encl : a/a

PRESS RELEASE



TVS Jupiter unveils new marketing campaign to celebrate

2.5 million sales milestone & J.D.Power 2018 (2WAPEAL) study recognition

Hosur, July 11, 2018: TVS Motor Company, a reputed manufacturer of two-wheelers and three-wheelers in the world, today, announced a new marketing campaign for their leading scooter brand, TVS Jupiter. This new marketing campaign is to celebrate the achievement of 2.5 million units in sales for TVS Jupiter and for being awarded the most appealing executive scooter by J.D. Power 2018 Two-Wheeler Automotive Product Execution & Layout (2WAPEAL) Study.

The new, integrated campaign titled “Taaro Se Bhi Kahin Upar” focuses on how TVS Jupiter has earned the apex rating by the actual owners in India’s pre-eminent Automotive Award J.D. Power. This will include print, digital film and a television commercial starring Amitabh Bachchan.

Commenting on the recent milestone, **Aniruddha Haldar, Vice President (Marketing) Commuter Motorcycles, Scooters and Corporate Brand, TVS Motor Company**, said, *“In a span of less than 5 years, TVS Jupiter has become a beloved brand with its promise of Zyada Ka Fayda delivered via superior vehicle quality, and offering Zyada in terms of comfort, convenience, mileage and space. The scooter has been a critical driver of scooterisation across the country and this has been acknowledged by the J.D. Power 2018 study, wherein TVS Jupiter was awarded “The most appealing executive scooter”. This accolade, yet another manifestation of the unwavering faith of our 2.5 million+ customers, is a truly humbling experience. It reinforces our intent to continually deliver consumer delight so that they enjoy Zyada Ka Fayda.”*

Launched in 2013, TVS Jupiter has always stood for its promise of ‘Zyada ka Fayda’ and delivered exceptional value in terms of both features as well as riding experience. With multiple accolades to its name, it is also the fastest scooter to reach the 1 million sales mark, 30 months after its launch.

TVS Jupiter is available in both the Base as well as ZX variant (Disc and Drum). The Base variant of TVS Jupiter is equipped with Sync Braking System (SBS), which ensures a safer and smoother riding experience. The scooter is available in colour selections of Royal Wine, Matte Blue, Stallion Brown, Titanium Grey, Midnight Black, Volcano Red, Pristine White and Mystic Gold.

The brand also boasts of a Classic Edition which offers a variety of novel features such as elegant full chrome mirrors, stylish windshield, a classy pillion cushioned backrest, along with other thoughtfully designed features like a smart USB charger and comfortable dual-tone seat. TVS Jupiter Classic is available in Sunlit Ivory and Autumn Brown colour selections.

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

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

For more information, please contact:

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