

15<sup>th</sup> August 2018

BSE Limited,  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
Mumbai 400 001.  
**Scrip code: 532343**

National Stock Exchange of India Ltd.,  
Exchange Plaza, 5<sup>th</sup> Floor,  
Bandra-Kurla Complex,  
Bandra (E), Mumbai 400 051.  
**Scrip code: TVSMOTOR**

Dear Sir,

**Reg : Press Release - Company bets big on Philippines with new product launches**

---

We enclose a Press Release regarding "Company bets big on Philippines with new product launches", for dissemination.

Thanking you,

Yours truly,  
For TVS MOTOR COMPANY LIMITED

  
K S. Srinivasan  
Company Secretary

Encl : a/a

# PRESS RELEASE



---

## TVS Motor Company bets big on Philippines with new product launches

- *Forays into the three-wheeler segment with the launch of TVS King*
- *Expands scooter portfolio with the launch of TVS Dazz*

**Manila, August 15, 2018:** TVS Motor Company, a reputed two-wheeler and three-wheeler manufacturer in India, today launched two new products for the Philippines market – TVS Dazz and TVS King. Developed to meet Euro 3 standards, TVS Dazz is an exciting 110cc scooter while TVS King is a 200cc three-wheeler offering designed to be the perfect passenger carrier.

TVS Motor Company ranks amongst the top ten two-wheeler companies in the world. It is one of the leading two-wheeler and three-wheeler exporter in India, distributing to over 60 countries.

Commenting on the occasion, **Mr. KN Radhakrishnan, President & CEO, TVS Motor Company** said, *“TVS Motor Company is synonymous with quality and class-leading technology across the 60 countries we operate in and our approach in Philippines is aligned to the same ethos. We have been present in the country since 2016 and the market has responded positively to our diverse offerings ranging across Underbones, Backbone Solo and Business Backbone. The launch of TVS King and TVS Dazz has opened two new segments for us and we are confident that both products will be well-received by the rapidly growing market.”*

Elaborating on the launch of the new products in the market, **Mr. R Dilip, Senior Vice President, International Business, TVS Motor Company** said, *“We are delighted to launch two new products in the Philippines market today as both offerings have been designed to suit specific customer requirements in the country. TVS King, our premium state-of-the-art three-wheeler offering is an amalgamation of durability, comfort and convenience and is targeted at the tricycle passenger carrier market for both Government units as well as personal transport.*

TVS Motor Company Limited, P.B. No. 4, Harita, Hosur – 635 109, Tamil Nadu, India. Tel: +91(4344) 276780 Fax: +91(4344) 278841/276878

Website: [www.tvsmotor.com](http://www.tvsmotor.com) Email: [corporate@tvsmotor.com](mailto:corporate@tvsmotor.com) CIN: L35921TN1992PLC022845

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

# PRESS RELEASE



*The TVS Dazz, on the other hand, is a powerful 110cc scooter designed for the modern commuters who seek a practical as well as stylish offering. Our commitment to our customers extends to providing full-time after sales-service support as well as innovative programmes such as TVS Experience camps which run across the country.”*

TVS Motor Company products are available in all Wheeltek Motor Sales Corp, Bacolod Eversure Marketing Inc, Rhean Motor Center, Key Motors Inc, Stargold Motorcycle Corporation and Gud Motor Trading Inc.

With the addition of two new products TVS Dazz and TVS King, TVS Motor Company’s robust portfolio in the country also boasts of two-wheeler brands such as:

1. Underbones - TVS Neo XR 110cc and TVS Rockz 125cc
2. Backbone Solo – TVS Apache 180, TVS Apache 200 Fi
3. Business Backbone – TVS Max 4R 125cc
4. Scooter segment - TVS XL 100

## **TVS Dazz**

TVS Dazz, a scooter manufactured for international markets, comes with a 110cc single-cylinder, air-cooled engine, paired to a CVT unit. It packs power of 8.57 bhp @ 7500 rpm and a peak torque of 8.3 Nm @ 5500 rpm. TVS Dazz meets the Euro 3 standards in Philippines and is available in three colours - Matte Black, Matte Grey and the popular Matte Pink.

## **TVS King**

TVS King is a futuristic three-wheeler product, designed for evolving cities and promises a unique combination of power, style, comfort and mileage. Powered by a 200cc, modern low friction 7-port engine with the peak torque at lower rpm, the vehicle is ideal to navigate as well as brave city traffic without frequent gearshifts. The engine, which operates at lower

**TVS Motor Company Limited**, P.B. No. 4, Harita, Hosur – 635 109, Tamil Nadu, India. **Tel:** +91(4344) 276780 **Fax:** +91(4344) 278841/276878

**Website:** [www.tvsmotor.com](http://www.tvsmotor.com) **Email:** [corporate@tvsmotor.com](mailto:corporate@tvsmotor.com) **CIN:** L35921TN1992PLC022845

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

# PRESS RELEASE



revolutions for a given road speed, delivers good mileage thus enhancing the reliability of the product. TVS King has been made to suit the needs of the Philippines customer with a Fuel Injected (EFI) variant that meets Euro 3 standards.

## **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 endeavor 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](http://www.tvsmotor.com).

*For further information, please contact*

Varghese M Thomas / KS Harini

[vm.thomas@tvsmotor.com](mailto:vm.thomas@tvsmotor.com) / [ks.harini@tvsmotor.com](mailto:ks.harini@tvsmotor.com)

**TVS Motor Company Limited**, P.B. No. 4, Harita, Hosur – 635 109, Tamil Nadu, India. **Tel:** +91(4344) 276780 **Fax:** +91(4344) 278841/276878

**Website:** [www.tvsmotor.com](http://www.tvsmotor.com) **Email:** [corporate@tvsmotor.com](mailto:corporate@tvsmotor.com) **CIN:** L35921TN1992PLC022845

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