

18th September 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 NTORQ 125 crosses 1 lakh sales mark,
launches new Metallic Red colour**

We enclose a Press Release regarding 1 Lakh Sales Mark of TVS NTORQ 125 and the launch of new Metallic Red colour TVS NTORQ 125, for dissemination.

Thanking you,

Yours truly,

Yours truly,
For TVS MOTOR COMPANY LIMITED


K Srinivasan
Company Secretary

PRESS RELEASE



TVS NTORQ 125 crosses 1 lakh sales mark; launches new Metallic Red colour

Milestone achieved within six months of launch

Hosur, September 18, 2018: TVS Motor Company, a reputed manufacturer of two-wheelers and three-wheelers in the world today announced that their 125cc scooter offering TVS NTORQ 125 has crossed the 1 lakh sales mark. The brand has also introduced a new colour – Metallic Red ahead of the festive season.

TVS NTORQ 125, which was launched in February 2018, has been developed based on the TVS Racing pedigree and comes with the state-of-the-art CVTi-REVV 3 Valve engine. The scooter, which is targeted at the Gen Z, boasts of an exclusive technology platform – TVS SmartXonnect* - making it India's first connected scooter. Within 6 months of the launch, the scooter has witnessed immense demand from the target audience leading to 22 lakh visits on the website and consistent enquiries across dealer channels as well as social media platforms.

Commenting on the milestone, **Mr. Aniruddha Haldar, Vice President (Marketing) – Commuter Motorcycles, Scooters & Corporate Brand, TVS Motor Company, said,** *“TVS NTORQ 125, our first 125cc scooter, is also India's first Bluetooth connected scooter. The GenZ, our intended audience, has responded with love to this new offering. They not only took the TVS NTORQ 125 to their homes but gave it a pride of place across their social platforms. This kind of brand love early on is remarkable and redoubles our enthusiasm to live up to the faith of our consumers.”*

TVS NTORQ 125 gets the new generation CVTi-REVV 124.79cc, single-cylinder, 4-stroke, 3-valve, air-cooled SOHC engine that churns out [6.9kW@7500](#) rpm / 9.4 PS @7500 rpm and 10.5 Nm@5500 rpm. The additional valve in the engine accentuates the performance of the scooter which boasts of a top speed of 95 kmph and an excellent acceleration, together with a unique exhaust note.

PRESS



RELEASE

The scooter premieres the TVS SmartXonnect*, an innovative Bluetooth-enabled technology which is paired to an exclusive NTOUR mobile App which can be downloaded from google play store. TVS SmartXonnect* enables a host of first-in-segment additions to the fully digital speedometer, which boasts of 55 features including navigation assist, top speed recorder, in-built lap-timer, phone-battery strength display, last parked location assist, service reminder, trip meter and multi-ride statistic modes such as Street and Sport.

Taking cue from the design of a stealth aircraft, TVS NTOUR 125 embodies a sharp, aggressive style with a signature tail and LED tail lamps. It is available in the colour selection of Matte Yellow, Matte Green, Matte Red and Matte White. In April 2018, the brand introduced the Metallic series which includes Metallic Blue, Metallic Grey and the recently launched Metallic Red.

*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 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 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.

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