

19<sup>th</sup> September 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,

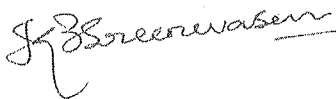
**Reg : Press Release - TVS Motor Company strengthens its presence in Mexico**

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We enclose a Press Release regarding Company strengthening its presence in Mexico, for dissemination.

Thanking you,

Yours truly,  
For TVS MOTOR COMPANY LIMITED



K S Srinivasan  
Company Secretary

# PRESS RELEASE

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## TVS Motor Company strengthens its presence in Mexico

*Announces alliance with leading distributor Torino Motors*

**Mexico City, September 19, 2018:** TVS Motor Company, a reputed manufacturer of two-wheelers and three-wheelers today announced their association with leading distributor in the Mexican region, Torino Motors, a subsidiary of Grupo Autofin.

TVS Motor Company ranks amongst the top ten two-wheeler companies in the world and is one of the leading two-wheeler and three-wheeler exporter in India, distributing to over 60 countries. In the first year of the association, Torino Motors will work with TVS Motor Company to open 40 exclusive stores in the country for the distribution of two-wheelers. With over 40 years of experience in the region, Torino Motors specialises in automobile and retail finance.

Commenting on this association, **Mr. R Dilip, Senior Vice President – International Business, TVS Motor Company**, said, *“We are delighted to partner with a reputed, well-known company such as Torino Motors, who come with over 40 years of experience in Mexico. We look forward to the market knowledge that they will bring on board. Their insights will allow us to personalise our offerings to suit the customers of Mexico and their vast network of distribution will ensure maximum reach in the country. Together with Torino Motors, we are determined to create customer delight in the country.”*

Commenting on this association, **Jorge Garcia, Chief Executive Officer, Torino Motors**, said, *“TVS Motor Company is synonymous across the globe for their quality automobile offerings, which boast of cutting-edge technology. We are delighted to be the bridge between their superior offerings and our esteemed customers in the country. The range of offerings provided*

# PRESS RELEASE

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*by the Company are very well-suited for the local Mexican commuter and terrain. We are confident that this association will be very successful.”*

As a part of this association, Torino Motors will distribute the vast range of TVS Motor Company two-wheeler offerings including:

- TVS XL100 HD
- TVS HLX 150
- TVS STRYKER
- TVS Apache RTR 160, 180 and 200
- TVS Apache RR 310
- TVS WEGO
- TVS NTORQ 125
- TVS ROCKZ
- TVS Neo

## **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 -*

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