

2nd January, 2017

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 : Sales update for the month of December 2016.

Please find enclosed the Press Release regarding the Company's sales update for the month of December 2016.

Thanking you,

Yours truly,
For TVS MOTOR COMPANY LIMITED



K S Srinivasan
Company Secretary

Encl : a/a

PRESS RELEASE



TVS Motor Company posts sales of 184,901 units in December 2016

Hosur, January 2, 2017: TVS Motor Company clocked sales of 184,901 units during the month of December 2016, as against 202,021 units registered in the month of December 2015.

Two-Wheeler

Total two-wheelers recorded sales of 179,508 units in December 2016 as against 194,001 units in December 2015. Domestic two-wheeler registered sales of 153,413 units in December 2016 as against 168,160 units in December 2015.

Scooters registered sales of 55,536 units in the month of December 2016 as against 65,025 units in December 2015. Motorcycles recorded sales of 58,189 units in December 2016 as against 71,435 units registered in the month of December 2015.

Three-Wheeler

Three-wheeler of the Company registered sales of 5,393 units in December 2016 as against 8,020 units in December 2015.

Exports

The Company's total exports registered sales of 30,694 units in the month of December 2016 as against 32,706 units recorded in the month of December 2015. Two-wheeler exports registered sales of 26,095 units in December 2016 as against 25,841 units in December 2015.

Third Quarter Sales Performance

During the third quarter of the current financial year, two-wheeler sales grew by 3.9% increasing from 6.76 lakh units in the third quarter of the previous year to 7.02 lakh units in the third quarter of the current year. Three-wheeler sales of the Company was at 0.16 lakh units in the third quarter of the current year as against 0.26 lakh units in the third quarter of the previous year.

PRESS RELEASE



About TVS Motor Company

TVS Motor Company is a leading two and three-wheeler manufacturer, and is 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 JD Power IQS and APEAL surveys for the past two years. We have recently been ranked No. 1 Company in the JD Power Customer Service Satisfaction Survey. For more information, please visit www.tvsmotor.com.

For further information, please contact

Varghese Thomas /PS Balakrishnan / KS Harini / Nilanjana Deb
vm.thomas@tvsmotor.com / balakrishnan.ps@tvsmotor.com / ks.harini@tvsmotor.com /
nilanjana.nangia@tvsmotor.com

TVS Motor Company