TVS MOTOR COMPANY

TVS Motor Company Limited. Regd Off : Jayalakshmi Estates, 29, (Old No.8) Haddows Road, Chennai - 600 006, India: Tel : +91(44) 28272233, Fax : +91(44) 28257121

19th September 2016

BSE Limited,
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai 400 001.

Scrip code: 532343

National Stock Exchange of India Ltd.,
Exchange Plaza, 5th Floor,
Plot No. 1/C, "G" Block,
Bandra-Kurla Complex,
Bandra (E), Mumbai 400 051.
Scrip code: TVSMOTOR

Dear Sir,

Reg: Compliance under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (LODR).

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we enclose a Press Release regarding the launch of new colour variants for its motorcycles viz., TVS StaR City+ and TVS Sport, today for dissemination.

Thanking you,

Yours truly,
For TVS MOTOR COMPANY LIMITED

K S Srinivasan
Company Secretary

Encl : a/a

PRESS RELEASE

Festive Special: TVS Motor Company introduces new colour variants for its motorcycles – TVS StaR City+ & TVS Sport

Bangalore, September 19, 2016: TVS Motor Company, India's leading two wheeler makers, today launched new colour variants for its two brands of motorcycles TVS StaR City+ and TVS Sport. The new colour variants – TVS StaR City+ (Spotlight White) & TVS Sport (Black Silver) have been launched to mark the approaching festive season.

With the launch of the new colour variant TVS StaR City+ will be now available in 11 different colour variants – Chocolate Gold, White Gold, Black Gold, Black Silver, Black Blue, Matte Grey, Titanium Grey, Oscar Black, Show-Stopper Blue, Celebrity Scarlett and Spotlight White colour now. TVS Sport will be available in 9 different colour variants – White Blue, White Red, White Green, Mercury Grey, Black Red, Black Green, Team Blue, Red and Black Silver.

"We're happy to launch the new colour variants of TVS StaR City+ and TVS Sport in new attractive colours. These colours reflect the flavours of the festive season and enhance the look of these motorcycles. We believe the motorcycle is an extension of the rider's personality and by adding more colour variants to the palate we will provide more options to the buyers to express and establish his personality. With the new colour variants, we intend to add more style to the overall experience of the rider in this festive season." said **Arun Siddharth, Vice President, Marketing (Motorcycles), TVS Motor Company**.

Ever since launch in 2014, TVS StaR City+ continues to be a popular choice among two wheeler buyers. The Spotlight White colour variant of TVS StaR City+ will come with the same tried and tested 109.7cc power mill which is an ideal combination of smooth performance, power and fuel economy. Other features of the Motorcycle include tubeless tyres and digital fuel gauge. **The new Spotlight White TVS StaR City+ is priced at Rs. 44,300 (Ex-Showroom Delhi) for Kick Start, Alloy variant and is currently available at all TVS Showrooms across the country.**

PRESS RELEASE

The new Black Silver colour variant of TVS Sport comes with 99.7cc power mill and provides an impressive mileage of mileage of 95km/l under standard test conditions. Some of the other features of the product are all gear electric start, aluminium grab rail, chrome muffler guard and a sporty instrument cluster. **The new Black Silver TVS Sport is priced at Rs. 36,880 (Ex-Showroom Delhi) for Kick Start, Spoke variant and is currently available at all TVS Showrooms across the country.**

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.

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For further information, please contact

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