PRESS INVITATION

India's TVS Motor Company to launch 2 new motorcycles in Kenya

Nairobi, 30th July 2013: In keeping with its commitment to serve Kenyan Customers, leading Indian two and three wheeler manufacturer, TVS Motor Company today announced its plans to launch two new motorcycle models in the Kenyan market. These motorcycles will be specific to the Kenyan markets in terms of usability, reliability and durability. The company also formally commissioned a state-of-the-art assembly line at Nakuru.

Addressing the media, Mr. K N Radhakrishnan, President and CEO, TVS Motor Company said, "We have reaffirmed our commitment to the Kenyan customer with the dedication of an ultramodern assembly line through which we will roll out products that are tailor-made for this region. We have just completed our trial and training period and will commence regular production of our TVS StaR series of motorcycles from today. We also intend to launch two new motorcycle models over the next two quarters. These motorcycles are specifically developed and designed keeping the needs of the African consumer in mind and will be assembled at the same facility."

TVS Motor Company has a decade long presence in Kenya and is currently partnered with Car & General, Nairobi, a public limited organization with 75 years of strong business presence in East Africa for distribution of its range of two wheelers and with Abson Motors, Mombasa for distribution of its range of three wheelers.

"TVS Motor Company brings with it the promise of high quality products with good fuel economy, dependability and durable engines with latest technology. We have more than 75 dealers, 300 service points and around 2500 trained mechanics across Kenya. We assure superior quality service as we have undertaken a special skill upgradation programme for all local technicians and have ensured easy availability of genuine parts through more than 500 sales points across the country. Over the years we have gained the trust of the African consumer, catering to Boda Boda customers across Africa. " Mr. Radhakrishnan added.

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TVS Motor Company is the flagship of the $6 billion Indian conglomerate, TVS Group which recently celebrated one hundred years in the automotive business in India. The company recently won 'India's Most Trusted Two Wheeler Brand" Award from the Times Group. With presence in more than 60 countries across the globe, TVS Motor Company is the second largest exporter of two wheelers and three wheelers from India. The company has grown to be a strong brand name in Asia, Latin America and Africa with popular products in the two and three wheeler segments.

"We currently command a good market share of around 27% in the Kenyan market among competing equivalent products, and with a fully functional assembly line and introduction of new products, we plan to grow our market share to 40%" Mr Radhakrishnan said.

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