TVS MOTOR COMPANY TVS

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01/01/C/01

12th May 2016

The Listing Department
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: Press Release – Launch of TVS Scooty Zest 110 'Himalayan Highs' Special Edition

We enclose a Press Release regarding the launch of TVS Scooty Zest 110 'Himalayan Highs' Special Edition, today viz., 12th May 2016 for dissemination.

Thanking you,

Yours truly,
For TVS MOTOR COMPANY LIMITED

K S Srinivasan
Company Secretary

Encl : a/a

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PRESS RELEASE

TVS Launches Scooty Zest 110 'Himalayan Highs' Special Edition

Commemorating TVS Scooty Zest's record-breaking Himalayan Ride

to the Highest Motorable Road in the World

Bangalore, May 12, 2016: TVS Motor Company, one of India's leading two wheeler manufacturers, has rolled out a special TVS Scooty Zest 110 **"Himalayan Highs'** edition'. This is to commemorate TVS Scooty Zest 110's ride to Khardung La Pass by a female rider, Anam Hashim. With this feat, TVS Scooty Zest 110 has earned a place in the **India Book of Records** for being the first 110 cc Scooter to reach Khardung La in the Himalayas.

The special edition, TVS Scooty Zest 110 Himalayan Highs, comes in an exclusive Himalayan High Brown colour, with beige pigmented panels and superior enhanced features such as new tapeset, body colour mirrors, body colour cover switch panels. The special edition scooter features a special emblem honoring the feat of reaching the highest motorable road in the world at 18,380 feet.

Commenting on the special edition launch, **Mr. Aniruddha Haldar, VP Marketing, TVS Motor Company**, said, "The Scooty has been an iconic brand for mobility in India. It's only fitting that the first 110 cc scooter to reach the highest motorable road is a Scooty Zest 110, and it was ridden there by Anam Hashim, a 21 year old Scooty Zest owner. We are happy that this feat has found place in the India Book of Records. To commemorate this historic ride, we are happy to launch the Himalayan Highs special edition. We continue to enhance the ride experience for the new age Indian woman."

Braving all the challenges, Anam Hashim began her ride on the Scooty Zest 110 in Jammu and rode across Srinagar, Kargil, Zoji La Pass, Leh to the oxygen depleted highs of Khardung La over a period of 20 days.

Commenting on her memorable, record-breaking ride, Anam Hashim said, "Riding is my passion, I have always enjoyed trying new challenges. I was thrilled to ride TVS Scooty Zest 110 to Khardung La. The engine did not run out of breath, even beyond 10,000 feet and the ride quality was top-notch throughout the long hours of riding. Despite of all the dangerous turns, awful weather and vertigo inducing heights, TVS Scooty Zest 110 cc proved to be a super-reliable and dependable partner. Setting this record is truly an epic feeling."

TVS Scooty Zest 110 is available across all TVS showrooms and is priced at Rs. 46,113 (Ex-Showroom Delhi).

About TVS Scooty Zest:

The TVS Scooty Zest 110 cc was first introduced in August 2014, with a fresh and modern design, replete in vibrant colours such as Terrific Turquoise, Pearl Peach, Spirited Silver, Powerful Pink, Daring Black and Dynamic White. Targeted at the New-age Indian Woman of today, the Scooty stands true to the DNA of a scooter, while maintaining a fun look, coupled with vibrant graphics, elegant design and a remarkable initial pick up of 0 - 60 kmph in mere 11.1 seconds. TVS Scooty Zest 110 is a remarkable lean and mean machine that boasts of strong tyres with a powerful grip even on slippery surfaces, long-running single cylinder, four-stroke, air-cooled CVTI engine and a top-notch overall ride handling. The instrument console with white background, wedge shaped rear end with boomerang turn indicators are the design highlights. Power comes from the 109.7 cc air-cooled engine, matched to a CVT, the motor puts out 8 PS (7.88 bhp) and 8.7 Nm of torque. Key features of TVS Scooty Zest include first–ever USB charger, LED

taillights, open glove compartment, textured floor board, twilight lamps, backlit odometer and stainless steel muffler guard. With best in class mileage at 62 kmpl, best in class storage at 19 litres, the scooter offers outstanding ride comfort to maximize the joy of riding.

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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Scooty
Zest 110
TVS
CVTi

HIMALAYAN HIGHS
18,000 ft!
Zest
110
SPECIAL EDITION