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

01/02/C/01/

9th June 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 Jupiter MillionR Special Edition.

We enclose a Press Release regarding the launch of TVS Jupiter MillionR Special Edition, today viz., 9th June 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 Motor Company launches Jupiter *MillionR* Special Edition

Celebrating 1 million TVS Jupiter Customers - Comes with 10 additional features

Bengaluru, June 09, 2016: TVS Motor, one of India's largest two-wheeler companies, today rolled out a feature packed TVS Jupiter *MillionR* special edition. Today, there are over 1 million TVS Jupiters on Indian roads and this milestone has been achieved in a mere 30 months.

Staying true to the brand's promise of *Zyada ka Fayda*, the TVS Jupiter *MillionR* edition is equipped with 10 additional features, a tribute to its 10 lakh happy customers. The scooter comes in a royal wine colour with beige inner panels and dual tone seats. It is equipped with a front disc brake and sports an elegant *MillionR* edition badge on the front panel. There is a provision for mobile charger installation. Other features include the chrome mirrors, beige floor mat and *MillionR* key ring.

Commenting on the TVS Jupiter *MillionR* edition, Aniruddha Haldar, Vice President – Marketing, TVS Motor Company said, "We are deeply humbled and grateful for the outstanding response and love that TVS Jupiter has garnered in such a short time. 10 lakh families have reposed faith in Jupiter and its promise of *Zyada ka Fayda*. It is only fitting that this milestone be celebrated in the same manner. This gave birth to the *MillionR* edition, with 10 new features, a tribute to each of our 10 lakh happy customers. We take this opportunity to recommit ourselves to always delivering *Zyada ka Fayda* to our customers. We wish to acknowledge our gratitude for the love and trust bestowed on us by our customers.

TVS Jupiter is powered by a next generation, all-aluminum, low-friction 110cc engine that delivers an amazing mix of power, superior acceleration and best in class fuel efficiency. The metal bodied, TVS Jupiter is styled to have a substantial on road presence which delivers high performance ride quality with superior ride comfort making it a perfect, sensible companion.

Priced at Rs. 53,034 (ex-showroom Delhi), the special edition TVS Jupiter *MillionR* is currently available at all TVS dealerships across the country.

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

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TVS Motor Company

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Jupiter
MILLIONS EDITION
TVS