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/

11th July 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 Powerful Four Stroke TVS XL 100 in various states.

We enclose a Press Release regarding the launch of powerful Four Stroke TVS XL 100 in West Bengal, Orissa, Gujarat and Assam today viz., 11th July 2016 for dissemination.

Thanking you,

Yours truly,
For TVS MOTOR COMPANY LIMITED

K S Srinivasan
Company Secretary

Encl : a/a

PRESS RELEASE

TVS Motor Company launches Powerful Four Stroke TVS XL 100 in West Bengal

Kolkata, July 11, 2016: Adding a new chapter to its iconic brand: TVS XL, TVS Motor Company today announced the launch of its new four stroke TVS XL 100 in West Bengal. The all new TVS XL 100 has been designed to meet the evolving needs of today's customer.

The all new TVS XL 100 is powered by a 99.7cc four stroke engine which effortlessly delivers 4.2PS power with excellent initial pick up and a top speed of 60kmph. TVS XL 100 returns best in class mileage of 67 kmpl (among all auto-geared two wheelers) under simulated test conditions as per TVS Motor standards.

Commenting on the launch, **J S Srinivasan, Vice President Sales and Service, TVS Motor Company** said, "This launch reiterates our commitment to deliver high quality, customer centric products and also underlines our commitment to continually establish a strong brand connect with our customers. The all-new four stroke moped TVS XL 100 has been designed to meet the evolving needs of today's customer and is one of the most affordable, reliable, easy to ride, powerful multi-utility two wheelers in the market. We are confident that TVS XL 100 will garner high levels of customer satisfaction and will be well received in the market place."

The all new TVS XL 100 comes with a seat which is broader and more comfortable. It also has a detachable rear seat with a robust rear flatbed platform to enable carrying of loads. The front platform of the all new TVS XL 100 is wider and longer so as to enable more space. Easy centre stand, (patent pending), which makes parking the vehicle easier and improves stability while the vehicle is on stand.

PRESS RELEASE

The ergonomics of the all new TVS XL 100 have been designed to ensure a more comfortable riding position. Additional features include an easy kick-start, bold style muffler, bigger tank and stainless steel brake cable for effective braking.

The all new TVS XL 100's bold styling is complemented with attractive and vibrant graphics and comes in five colours of black, red, green, blue and grey. Along with TVS XL Super and TVS XL Super Heavy Duty, TVS XL 100 is currently available across all TVS dealerships in West Bengal. TVS XL 100 is priced at Rs. 30,613 ex showroom in West Bengal.

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PRESS RELEASE

TVS Motor Company launches Powerful Four Stroke TVS XL 100 in Orissa

Bhubaneswar, July 11, 2016: Adding a new chapter to its iconic brand: TVS XL, TVS Motor Company today announced the launch of its new four stroke TVS XL 100 in Orissa. The all new TVS XL 100 has been designed to meet the evolving needs of today's customer.

The all new TVS XL 100 is powered by a 99.7cc four stroke engine which effortlessly delivers 4.2PS power with excellent initial pick up and a top speed of 60kmph. TVS XL 100 returns best in class mileage of 67 kmpl (among all auto-geared two wheelers) under simulated test conditions as per TVS Motor standards.

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PRESS RELEASE

TVS Motor Company launches Powerful Four Stroke TVS XL 100 in Gujarat

Ahmedabad, July 11, 2016: Adding a new chapter to its iconic brand: TVS XL, TVS Motor Company today announced the launch of its new four stroke TVS XL 100 in Gujarat. The all new TVS XL 100 has been designed to meet the evolving needs of today's customer.

The all new TVS XL 100 is powered by a 99.7cc four stroke engine which effortlessly delivers 4.2PS power with excellent initial pick up and a top speed of 60kmph. TVS XL 100 returns best in class mileage of 67 kmpl (among all auto-geared two wheelers) under simulated test conditions as per TVS Motor standards.

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The all new TVS XL 100's bold styling is complemented with attractive and vibrant graphics and comes in five colours of black, red, green, blue and grey. Along with TVS XL Super and TVS XL Super Heavy Duty, TVS XL 100 is currently available across all TVS dealerships in Gujarat. TVS XL 100 is priced at Rs. 30,038 ex showroom in Gujarat.

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PRESS RELEASE

TVS Motor Company launches Powerful Four Stroke TVS XL 100 in Assam

Guwahati, July 11, 2016: Adding a new chapter to its iconic brand: TVS XL, TVS Motor Company today announced the launch of its new four stroke TVS XL 100 in Assam. The all new TVS XL 100 has been designed to meet the evolving needs of today's customer.

The all new TVS XL 100 is powered by a 99.7cc four stroke engine which effortlessly delivers 4.2PS power with excellent initial pick up and a top speed of 60kmph. TVS XL 100 returns best in class mileage of 67 kmpl (among all auto-geared two wheelers) under simulated test conditions as per TVS Motor standards.

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The all new TVS XL 100's bold styling is complemented with attractive and vibrant graphics and comes in five colours of black, red, green, blue and grey. Along with TVS XL Super and TVS XL Super Heavy Duty, TVS XL 100 is currently available across all TVS dealerships in Assam. TVS XL 100 is priced at Rs. 31,632 ex showroom in Assam.

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