TVS MOTOR COMPANY TVS

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/

25th January 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: 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 powerful Four Stroke TVS XL 100 in Tamilnadu, today viz., 25th January 2016 for dissemination.

Thanking you,

Yours truly,
For TVS MOTOR COMPANY LIMITED

K S Srinivasan
Company Secretary

Encl : a/a

Hosur Factory: P.B. No. 4, Harita, Hosur - 635 109, Tamil Nadu, India. Telephone: +91(4344)276780 Fax: +91(4344)276011/276016/276878/277423
Mysore Factory: P.B. No. 1, Byathahalli, Kadakola Post, Mysore - 571 311, Karnataka, India. Telephone: +91(821)2596560/563 Fax: +91(821)2596530/533
Himachal Pradesh Factory: Bhatian Village, Nalagarh Post & Taluk, Solan District - 174 101, Himachal Pradesh, India. Telephone: +91(1795)220494 Fax: +91(1795)220496
Website : www.tvsmotor.in Email : contactus@tvsmotor.com CIN : L35921TN1992PLC022845

PRESS RELEASE

TVS Motor Company launches Powerful Four Stroke TVS XL 100 in Tamil Nadu

Chennai, January 25, 2016: Adding a new chapter to its iconic moped brand: TVS XL, TVS Motor Company today announced the launch of its new four stroke moped TVS XL 100 which is currently available in the Tamil Nadu market. While the company has intentionally retained the form and utility value of the earlier moped, 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 60 kmph. 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

TVS Motor Company Limited, P.B. No. 4, Harita, Hosur – 635 109, Tamil Nadu, India.**Tel**: +91(4344) 276780 **Fax:** +91(4344) 278841/276878
Website: www.tvsmotor.com Email: corporate@tvsmotor.com CIN: L35921TN1992PLC022845

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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. It comes with an easy centre stand, (patent pending), which makes parking the vehicle easier and improves stability while the vehicle is on stand.

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. In Tamil Nadu, the all new TVS XL 100 comes at an ex-showroom price of Rs. 29,539. Along with TVS XL Super and TVS XL Heavy Duty, TVS XL 100 is currently available across all TVS dealerships in Tamil Nadu.