

# PRESS



# RELEASE

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## **TVS Motor Company February 2014 Sales Grows by 7%**

**Hosur March 1, 2014:** TVS Motor Company recorded an increase of 7% in total sales registering 177,662 units in the month of February 2014 against 165,696 units recorded in the month of February 2013.

During the month, TVS Motor Company reduced prices between Rs. 850 and Rs. 3,500 across its product range, having passed on the entire benefit of the recently announced excise duty reduction to its customers.

### **Exports**

The company's total exports grew by 31% with sales increasing from 21,896 units in the month of February 2013 to 28,782 units in February 2014. Two wheeler exports registered a growth of 26% with sales increasing from 18,095 units in February 2013 to 22,713 units in February 2014.

### **Two Wheeler**

Total two wheeler sales increased by 6% from 160,895 units recorded in February 2013 to 170,293 units in February 2014. Domestic two wheeler sales registered a growth of 3% increasing from 142,800 units in February 2013 to 147,580 units in February 2014.

Scooters sales grew by 37% increasing from 30,611 units in February 2013 to 41,990 units in February 2014. Motorcycles sales grew by 3% increasing from 60,985 units in the month of February 2013 to 62,762 units in February 2014.

### **Three Wheeler**

Three wheeler sales of the company registered an increase of 53%, growing from 4,801 units in February 2013 to 7,369 units in February 2014.

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