

10th September 2018

BSE Limited,
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai 400 001.
Scrip code: 532343

National Stock Exchange of India Ltd.,
Exchange Plaza, 5th Floor,
Bandra-Kurla Complex,
Bandra (E), Mumbai 400 051.
Scrip code: TVSMOTOR

Dear Sir,

Reg : Press Release - TVS Motor Company's premium motorcycle brand TVS Apache crosses 3 million sales milestone

We enclose a Press Release regarding the three million sales milestone of the Company's premium motorcycle brand TVS Apache, for dissemination.

Thanking you,

Yours truly,
For TVS MOTOR COMPANY LIMITED


K S Srinivasan
Company Secretary

Encl : a/a

PRESS RELEASE



TVS Motor Company's premium motorcycle brand TVS Apache crosses 3 million sales milestone

Among the fastest growing premium motorcycle brands with global presence

Hosur, 10 September, 2018: TVS Motor Company, a reputed manufacturer of two-wheelers and three-wheelers in the world, today announced that its premium motorcycle brand, TVS Apache has crossed a key sales milestone of 3 million units. Launched in 2005, the TVS Apache series of motorcycles is considered to be the fastest growing premium motorcycle brands in the country with presence across the globe.

*Commenting on the milestone, **Mr. K.N. Radhakrishnan, President & Chief Executive Officer, TVS Motor Company**, said "We are truly humbled to achieve this milestone and I want to express my gratitude to all our valued customers both in India and across the globe. Through the years, TVS Apache has stood for providing an unrivalled experience backed by its rich racing pedigree, technological firsts and stylish design. The brand has, over a decade, developed a host of premium offerings, ranging from 160cc to 310cc, creating aspiration along every step of evolution. The 3 million milestone is special as it confirms that our ever-growing customer base of racing enthusiasts has taken warmly to our two new offerings, namely the TVS Apache RTR 160 4V and TVS Apache RR 310. This also presents me with an opportunity to express gratitude to the team behind TVS Apache whose tireless work on the products has ensured that the brand has created an international appeal."*

The TVS Apache series is born on the race track, incorporating learnings from TVS Racing – the factory racing arm of TVS Motor Company, with a history of 36 years in motorsports. TVS Apache, the premium brand, spans across two categories – Naked and Super Sports. The RTR (Race Throttle Response) series, encompassing TVS Apache RTR 160, TVS Apache RTR 180, TVS Apache RTR 200 4V Race Edition 2.0, and the recently launched TVS Apache RTR 160 4V are the existing offerings in the Naked motorcycles category. On the Super Sport front, the brand introduced TVS Apache RR 310 as their first entrant into

PRESS RELEASE



the RR (Race Replica) category. The motorcycle boasts of superior performance and riding dynamics, combined with a powerful, expressive design.

The TVS Apache series has created a series of experiential initiatives to connect with their customer base. Apache Racing Experience (ARE) is a platform where Apache owners get an exclusive first-hand experience of leveraging the racing DNA in their motorcycles under the guidance of National Road Racing Champions from TVS Racing. The TVS Apache Owners Group (AOG) has been created to become a common platform for customers to share their enthusiasm for motorcycling. Today, AOG rides have been conducted in over 33 cities, witnessing participation of over 3000 customers. Further, the brand also engages in performance shows such as Apache Pro Performance (APP) which create widespread customer engagement and taps potential customers.

TVS Apache is an award-winning series, which has consistently won recognition in the prestigious J.D. Power survey four years in a row (from 2015 to 2018). Recently, the TVS Apache RTR 180 was awarded as the Most Appealing Premium Motorcycle by J.D. Power Asia Pacific Awards for 2018.

About TVS Motor Company

We are a reputed two and three-wheeler manufacturer, and 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 four years. We have been ranked No. 1 Company in the JD Power Customer Service Satisfaction Survey for consecutive three years. For more information, please visit www.tvsmotor.com.

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SCOOTY LINE DAO

APACHE LINE DAO

Vehicle Assembly Conveyor - 2
PAINTED STORK LINE
Product > Motorcycle
Model > Apache RTR, Apache 200

3
MILLION

TVS Apache
3
MILLION

TVS Apache
SERIES
RACING DNA UNLEASHED

