

16th September, 2019

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

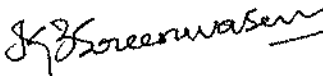
Dear Sir,

Reg : Press Release - TVS Motor Company launches new TVS NEO NX in Mali, Africa

We enclose a Press Release regarding "TVS Motor Company launches new TVS NEO NX in Mali, Africa", 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 new TVS NEO NX in Mali, Africa

Bamako, September 16, 2019: TVS Motor Company, a reputed manufacturer of two-wheelers and three-wheelers in the world, today launched a new stylish bebek, TVS NEO NX in Mali, Africa. The bebek, manufactured in Jakarta, boasts of a reliable fuel-efficient engine, strong suspension, disc brake, front and rear carriers. The bebek, which is engineered for Africa, boasts of stylish graphics and thoughtful features such as USB mobile port for long distance riding.

Commenting on the introduction of the new vehicle, **Mr. R. Dilip, Executive Vice President, International Business, TVS Motor Company** said *"TVS Motor Company has been present in Mali for over a decade with a strong product portfolio spanning across motorcycles, bebek and three-wheelers. With the launch of TVS NEO NX, we are catering to a wide band of customers with a superior quality, robust, reliable bebek engineered for Africa by Jakarta. The stylish graphics coupled with superior performance and availability of affordable spares make TVS NEO NX a 'Smart Choice'."*

TVS NEO NX is the smart choice for every customer and provides a hassle-free experience for daily commute as it is powered by a reliable and fuel-efficient 110cc motor producing 8.5 BHP of power and 8.5 Nm of torque mated to a semi-automatic 4-speed gearbox. The bebek is also equipped with 150 mm ground clearance, 17-inch wheel size, a strong suspension and disc brake system offering superior braking performance. For the youngsters, the 101.5 kg bebek is a wholesome package offering a strong body with striking aggressive look, new graphics and superior performance.

Additionally, the bebek offers superior quality and smart features like USB Mobile port, a technology that allows you to charge your cellphone during a trip, without having to wait until the destination. The NEO NX also has convenient features like a front carrier and a rear carrier.

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Regd Off: Jayalakshmi Estates, 29 (Old No. 8) Haddows Road, Chennai 600 006

PRESS RELEASE



It comes in a series of colour selection of Black-Blue, Black-Green, Black-Red, White-Blue, Black-Green, and Black-Red.

TVS NEO NX will be available across Mali, in over 30 touch points spanning across towns like Bamako, Kayes, Mopti, Segou, Sikasso, Koutiala and Kéniéba.

About TVS Motor Company

TVS Motor Company is a reputed two and three-wheeler manufacturer and is the flagship company of the USD 8.5 billion TVS Group. We believe in Championing Progress through Mobility. Rooted in our 100-year legacy of Trust, Value, and Passion for Customers and Exactness, we take pride in making internationally aspirational products of the highest quality through innovative and sustainable processes. We endeavor 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 four years. For more information, please visit www.tvsmotor.com.

For further information, please contact

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