

25th 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

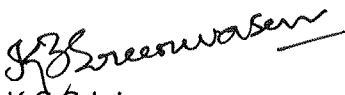
Dear Sir,

Reg : Press Release - TVS Motor Company expands and strengthens its presence in the UAE with the appointment of new distributors Al Yousuf MC

We enclose a Press Release regarding "TVS Motor Company expands and strengthens its presence in the UAE with the appointment of new distributors Al Yousuf MC", for dissemination.

Thanking you,

Yours truly,
For TVS MOTOR COMPANY LIMITED


K S Srinivasan
Company Secretary

TVS Motor Company expands and strengthens its presence in the UAE with the appointment of new distributors Al Yousuf MC

Inaugurates marquee showroom in Dubai

Dubai, United Arab Emirates, September 25, 2019: TVS Motor Company, a reputed two-wheeler and three-wheeler manufacturer globally, announced today their new distribution partnership with Al Yousuf MC; a subsidiary of Al Yousuf LLC, in the United Arab Emirates.

As a part of this association, a 2700 sq ft showroom was inaugurated along Sheikh Zayed Road in Dubai. The new showroom is the first of its kind for TVS Motor Company in the region and apart from the wide range of two-wheelers, the showroom will also carry spare parts and feature a service facility.

Through this showroom, TVS Motor Company will introduce diverse product offerings which will cater to both the personal commuting as well as the delivery segments in the United Arab Emirates.

Speaking on the occasion, **Mr. R Dilip, Executive Vice President - International Business, TVS Motor Company**, said, *"We are delighted to expand our presence in the UAE market with Al Yousuf MC. They have a rich experience in the region and share our ethos of keeping customers at the center of our offerings. The marquee showroom inaugurated here in Dubai will help us consolidate our presence in the region. The showroom, which demonstrates our commitment to the market, will host products across segments and fulfill the diverse requirements of customers in the region. Its strategic location in the prominent automobile hub of Dubai and the solid service and spare support will help make a positive impact in the market."*

"We, at Al Yousuf, will represent TVS Motor Company with great pride to cater to the demand of potential clients. The technology and quality prowess of TVS Motor Company combined together with our network facility will definitely create an impact in the UAE," said **Ahmad Al Yousuf, Chief Executive Officer, Al Yousuf LLC**.

TVS Motor Company will launch the TVS Apache RR 310 in the super premium segment for the racing enthusiasts. The premium segment will be addressed by the TVS Apache RTR range spanning across TVS Apache RTR 200 4V, TVS Apache RTR 160 4V and TVS Apache RTR 180 Race Edition.

The Company will also introduce their three popular global scooter models in the UAE including the smart scooter, TVS NTORQ 125, the value proposition, TVS Jupiter and the body balance technology enabled TVS WEGO.

The commuter segment will be addressed by TVS Motor Company's flagship global products TVS HLX 150 and HLX 125. The TVS HLX series is 1 million strong across the globe and rapidly growing in multiple geographies.

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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 J.D. Power IQS and APEAL surveys for four years. We have been ranked No. 1 Company in the J.D. Power Customer Service Satisfaction Survey for consecutive four years. For more information, please visit www.tvsmotor.com.

About Al Yousuf LLC

Mr. Yousuf Habib Al Yousuf, born with astute business acumen founded Al Yousuf LLC in 1953. Starting at young age trade of precious stones, rice, textiles and gold later expand to all market sectors. His cooperation with HH Sheikh Rashid Bin Saeed Al Maktoum Ruler of Dubai had resulted in Dubai's first bullion exchange house. Mr. Al Yousuf's perceptive foresights of Dubai lead the group to expand further and continuous to inspire next generations towards growth and investments in new and revolutionary services and products from around globe. Mr. Yousuf's ingredient for success was a winning combination of his talent, personality, commitment to his vision and skillful management. Today the name Al Yousuf is synonymous with Real Estate, Automobile, Green Solutions, Electronics, Sport Equipment, Boat factory, touring boats, Telecommunications, Escalators Industry, medical and robotics. Al Yousuf is focusing on maintaining high standards that it has set for itself, partners and clients. Al Yousuf has made a commitment to enhancing business transparency, credibility, improvements all in line with his legacy.

For further information, please contact

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