TVS MOTOR COMPANY

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

26th September 2017

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 Jupiter Crosses 2 Million Sales Mark in 4 Years

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We enclose a Press Release regarding TVS Jupiter crossing 2 Million Sales Mark in 4 Years, for dissemination.

Thanking you,

Yours truly,
For TVS MOTOR COMPANY LIMITED

K S Srinivasan
Company Secretary

Encl : a/a

PRESS RELEASE

TVS Jupiter Crosses 2 Million Sales Mark in 4 Years

Hosur, September 26, 2017: TVS Motor Company, India's leading two and three-wheeler manufacturer in India, today, announced that their popular scooter brand, TVS Jupiter, has clocked sales of 2 million units within 4 years of its launch.

TVS Jupiter, which was launched in 2013, has stayed true to the brand's promise of *Zyada ka Fayda*, winning multiple accolades over the past 4 years. In early 2016, TVS Jupiter was the fastest scooter to reach the mark of 1 million sales, doing so in a mere 30 months.

Commenting on this achievement, Aniruddha Haldar, Vice President (Marketing) Commuter Motorcycles, Scooters and Corporate Brand, TVS Motor Company said, *"It brings us immense delight to see that TVS Jupiter is surpassing milestone after milestone since its launch. TVS Jupiter has the distinction of being the first scooter to reach this milestone in a short span of 4 years. This milestone is special as we now have 20 lakh happy customers in the TVS Jupiter family. It is occasions like these, which humble us, as well as, inspire us in our endeavour to continue offering superior products and complement* them with dedicated customer satisfaction initiatives."

TVS Jupiter is powered by a next generation, all-aluminum, low-friction 110cc engine that delivers a remarkable mix of power, superior acceleration and best-in-class fuel efficiency. The metal bodied, TVS Jupiter is styled to have a substantial road presence, which delivers high performance ride quality with superior ride comfort making it a perfect, sensible companion. The scooter also comes with TVS patented Econometer, which guides riders in both 'Eco Mode' and 'Power Mode' and the engine delivers best-in-class fuel economy in 'Eco' mode.

TVS Jupiter is available in Base variant as well as ZX and ZX with Disc Brake. The brand recently launched a Classic Edition which offers a variety of novel features such as all new sunlit ivory body colour, elegant full chrome mirrors, stylish windshield, a classy pillion cushioned backrest, along with other thoughtfully designed features like a smart USB charger and comfortable dual-tone seat.

PRESS RELEASE

TVS Jupiter is also equipped with Sync Braking System (SBS) which ensures a safer and smoother riding experience. The scooter is available in colour selections of Royal Wine, Matte Blue, Stallion Brown, Titanium Grey, Midnight Black, Volcano Red, Pristine White, Jade Green and Mystic Gold.

About TVS Motor Company

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

For further information, please contact – Varghese M Thomas / PS Balakrishnan / KS Harini
Vm.thomas@tvsmotor.com / Balakrishnan.ps@tvsmotor.com / ks.harini@tvsmotor.com

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Jupiter
TVS