

**01/02/C/01/**

21<sup>st</sup> September 2015

BSE Limited  
Phiroze Jeejeebhoy Towers  
Dalal Street  
Mumbai 400 001

**Scrip code : 532343**

Dear Sir,

**Reg : Press Release under Clause 36 of the Listing Agreement.**

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Pursuant to Clause 36 of the Listing Agreement, we enclose a Press Release regarding the launch of TVS Sport, with improved mileage and additional features, by the Company today viz., 21<sup>st</sup> September 2015 for dissemination.

Thanking you,

Yours truly,  
For TVS MOTOR COMPANY LIMITED



K S Srinivasan  
Company Secretary

Encl : a/a

# PRESS RELEASE



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## High Mileage TVS Sport returns 95 kmpl

**Hosur 21<sup>st</sup> September 2015:** TVS Motor Company has announced the launch of TVS Sport with improved mileage and additional features. The motorcycle delivers an amazing mileage of 95 kmpl under standard drive cycle conditions. Along with mileage improvement, various enhanced features have been introduced in TVS Sport. New features include an all gear electric start, aluminum grab rail, chrome muffler guard and a sporty instrument cluster. TVS Sport is known for its consistent fuel economy, aesthetic styling, durability and affordable pricing.

“Today’s consumers are looking for stylish, exciting, new and high quality products which offer good value. In keeping with our promise to deliver products that would delight our customers, we have added new features and have tuned the engine such that it returns better fuel economy. TVS Sport is a well styled, feature rich product which delivers high on both mileage and durability, making it one of the best value-for-money brands in its segment.” said K N Radhakrishnan, President and CEO, TVS Motor Company.

The increased mileage of TVS Sport can be attributed to TVS Sport’s DuraLife Engine which gives the benefit of reduced friction and provides less stress on the engine, leading to more efficient fuel consumption. Chrome Plated Piston rings, Roller Cam follower in the DuraLife Engine leads to less friction. Refined ignition timing complements the overall low dry mass to provide improved mileage.

TVS Sport comes in five colours of red, black, white, blue and mercury grey with attractive contrasting graphics and the base version is priced at Rs. 36,880/- ex-Delhi.

