

30th August 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 HLX series crosses 1 million sales mark
across the globe**

We enclose a Press Release regarding "TVS HLX series crosses 1 million sales mark
across the globe", for dissemination.

Thanking you,

Yours truly,
For TVS MOTOR COMPANY LIMITED



K S Srinivasan
Company Secretary

Encl : a/a

Press Release



TVS HLX series crosses 1 million sales mark across the globe

Hosur, August 30, 2019: TVS Motor Company, a reputed two-wheeler and three-wheeler manufacturer globally, announced that TVS HLX series crossed the sales milestone of 1 million units across the globe.

TVS HLX series, which was launched in 2013, has stayed true to the brand's promise of being a sturdy product which is highly reliable across tough terrains. TVS HLX has been instrumental in transforming millions of lives across Africa by providing an easy mobility solution for riders, as well as, becoming an employment generator by creating opportunities for moto taxis. Today, the series is a leading brand in the continent of Africa with growing presence in Middle East and South America.

Speaking on the occasion, **Mr. KN. Radhakrishnan, Director and CEO**, TVS Motor Company, said, "We are extremely happy that the TVS HLX family is now 1 million strong. HLX first forayed in Africa and the brand was developed to cater to tough usage conditions of commuters. We achieved this through extensive customer research, understanding of ride cycles, robust engineering and extensive field trials. This led to HLX becoming the benchmark for quality and a leader in its segment in Africa and across global markets. This milestone is a reinforcement of our endeavour to continue offering superior products and complement them with dedicated customer satisfaction initiatives."

TVS HLX series is synonymous with fuel efficiency, durability and comfortable suspension. Thoughtful features such as USB mobile charger ensure that the customers are well equipped in areas of frequent power outage. The long seat and easy serviceability are USP's of the HLX that are particularly loved by its customers.

Press Release



TVS HLX series is available in the variants of HLX PLUS (100-cc), HLX 125, HLX 150 and HLX 150X in over 40 countries in Africa, Middle East and South America.

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.

For further information, please contact

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