

11th 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 TVS Radeon
'Commuter of the Year' celebratory special edition**

We enclose a Press Release regarding "TVS Motor Company launches TVS Radeon 'Commuter of the Year' celebratory special edition, 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 TVS Radeon ‘Commuter of the Year’ celebratory special edition

*The edition will be available in **Chrome-Black** and **Chrome-Brown** colours*

Hosur, September 11, 2019: TVS Motor Company, a reputed manufacturer of two-wheelers and three-wheelers in the world, today, announced the launch of ‘**Commuter of the Year**’ celebratory special edition of TVS Radeon – the most awarded commuter motorcycle of the year. The special edition comes in two colours **Chrome-Black** and **Chrome-Brown**.

The edition, with its exciting chrome accent, gives a bold new elegant look to TVS Radeon. It comes with range of exciting features such front disc brake, new robust thigh pad design, new petrol tank cushion with emblematic ‘R’, new metallic levels, chrome rear view mirrors and chrome carburetor cover. The refreshed premium graphics further accentuate its stylish look.

A unique blend of sturdy metal build, robust style and plush comfort, TVS Radeon is targeted at the discerning progressive middle India millennials. Launched in August 2018, TVS Radeon has upped the choice for everyday commuters and boasts of a customer base of over 2 lakh customers.

- New petrol tank cushion with emblematic ‘R’
- New robust thigh pad design
- Refreshed premium graphics
- New metallic levers
- Chrome rear view mirrors
- Chrome carburetor cover
- Front disc brake

Commenting on the launch, **Mr. Aniruddha Haldar, Vice President (Marketing) – Commuter Motorcycles, Scooters & Corporate Brand, TVS Motor Company**, said, *“TVS Radeon has generated unprecedented love from experts and consumers alike. Within its first year of launch over 2 lakh proud consumers are overjoyed with their Buland choice. The trust and love of such consumers only reaffirms our commitment to them. TVS Radeon, having won the appreciation of experts, became the most awarded motorcycle of the year. The special edition stays true to the TVS Radeon Buland DNA and celebrates its spirit. It adds comfort and premium distinctiveness with an unwavering eye on practicality, I am sure TVS Radeon and its consumers will continue to live true to its promise of Live Strong Ride Strong (JIYO BULAND BADHO BULAND).”*

TVS Radeon bespeaks a unique classic look with its stylish petrol tank ribbed thigh pads, a chrome finished speedometer, shock absorber shroud and silencer. TVS Radeon houses a long-lasting 109.7cc Dura-Life engine, which is designed to offer an optimum combination of power and fuel economy. The motorcycle churns out 8.4 PS of power @ 7000 rpm with a torque of 8.7 Nm @5000 rpm. TVS Radeon is equipped with a 10-litre tank and clocks a fuel economy of 69.3 kmpl¹.

TVS Motor Company Limited, P.B. No. 4, Harita, Hosur – 635 109, Tamil Nadu, India. Tel: +91(4344) 276780

Website: www.tvsmotor.com Email: corporate@tvsmotor.com CIN: L35921TN1992PLC022845

Regd Off: Chaitanya, No. 12, Khader Nawaz Khan Road, Nungambakkam, Chennai – 600 006

PRESS RELEASE



TVS Radeon celebratory special edition comes in Chrome-Black and Chrome-Brown colours.

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

Varghese M Thomas / KS Harini: vm.thomas@tvsmotor.com / ks.harini@tvsmotor.com

¹WMTC Standards

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