

29th November, 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 opens flagship showroom in Guatemala

We enclose a Press Release regarding "**TVS Motor Company opens flagship showroom in Guatemala**", for dissemination.

Thanking you,

Yours truly,
For TVS MOTOR COMPANY LIMITED



K S Srinivasan
Company Secretary

Encl : a/a

PRESS RELEASE



TVS Motor Company opens flagship showroom in Guatemala

Introduces four new products for the market

Guatemala City, November 29, 2019: TVS Motor Company, a reputed manufacturer of two-wheelers and three-wheelers in the world and CADISA one of the largest, respected business groups across Guatemala and El Salvador, today announced the opening of their flagship showroom in Guatemala City.

In line with the global standards of TVS Motor Company, this flagship showroom will be one of the largest TVS-exclusive stores in Central America. The first of three upcoming flagship showrooms, the store will showcase the technology and quality prowess synonymous with TVS Motor Company. It will be equipped with complete service and spare support which will serve as a benchmark for all retail outlets of the company in Guatemala and El Salvador.

TVS Motor Company will also launch four new aspirational products, premium motorcycle such as TVS Apache RR 310, TVS Apache RTR 200 4V and, TVS Apache RTR 160 4V with smart scooter TVS NTOQR 125.

Commenting on this occasion, **Mr. R Dilip, Executive Vice President, International Business, TVS Motor Company** said, *“Today, we are delighted to consolidate our presence in the region with the opening of this flagship showroom, in association with CADISA. The showroom will be aligned to the global quality benchmark that TVS Motor Company is associated with in over 60 countries and is a demonstration of our commitment to the market. We will also be launching four aspirational products for the market which range from a 310cc super premium motorcycle to a 125cc performance scooter with connected technology. These products will address the specific needs of customers across different segments and are sure to carve a niche for themselves in the market.”*

Adding to this, **Lic. Jorge Siekavizza, Senior Director - CADISA** *“We at CADISA are happy to commence this partnership with the inauguration of the flagship showroom in Guatemala City. We will follow this with two more flagship stores and support with end-to-end service, spare and support in the region. Our customers can be assured of world class products and experience from TVS Motor Company, with the support of CADISA.”*

CADISA is representing brand TVS across Guatemala and El Salvador. TVS Motor Company will also be present in 17 multi-brand outlets and over 150 retail stores across Guatemala. CADISA will also operate over 25 TVS service outlets to ensure complete service and spare support. The

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range of two-wheeler and three-wheeler offerings will be supplemented with attractive retail finance schemes.

The new products being launched in the market include:

TVS APACHE RR 310: The flagship product from the TVS Apache family, the super-premium motorcycle is an engineering masterpiece, incorporating the best of TVS from 37 years of racing history. Featuring a 4-valve, liquid-cooled 312cc DOHC reverse tilt engine, an on-board race computer and flexible ergonomics, the TVS Apache RR 310 delivers exhilarating performance with every day usability.

TVS APACHE RTR 200 4V: The fastest, meanest and technologically most advanced street fighter from the TVS Apache family, the TVS Apache RTR 200 4V redefines its segment. Powered by TVSM patented O3C technology (Oil-Cooled Combustion Chamber) with ram-air assist, the RTR 200 4V engine delivers high revving performance with uncompromised durability.

TVS APACHE RTR 160 4V: Incorporating the genes of its bigger brother (the RTR 200 4V), the sharply styled RTR 160 4V has the same approach to performance – a high revving engine, agility of a monoshock suspension and oil cooling technology to ensure legendary TVS durability.

TVS NTORQ 125: A scooter unlike any! Inspired by stealth aircraft design, incorporating a punchy 3-valve 125cc engine, a Bluetooth-connected cluster, equipped with TVS SmartXonnect* and the only scooter from TVS Motor Company to incorporate TVS Racing genes, the TVS NTORQ 125 is the scooter from the future.

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 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 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.

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About CADISA

Since its inception in 1995, Motos CADISA has been part of the Guatemalan motorcycle industry, distributing a variety of high-quality brands that are among the favorites in the Guatemalan market. Thanks to customer preference and successful sales of distributed brands, CADISA now has more than 23 years of experience in the Guatemalan market. Motorcycles CADISA has more than 500 points of sale throughout Guatemala, made up of 25 own agencies, distributors and prestigious chain stores in the region, all strategically located. Solving transport problems, improving the productivity of the company and raising the standard of living of its employees in the region, have been the pillars on which Motos CADISA has built the company during the last 23 years. CADISA offers excellent customer service with a guarantee program, a large stock of spare parts and workshops throughout the country that meet the needs of customers.

*patent pending