

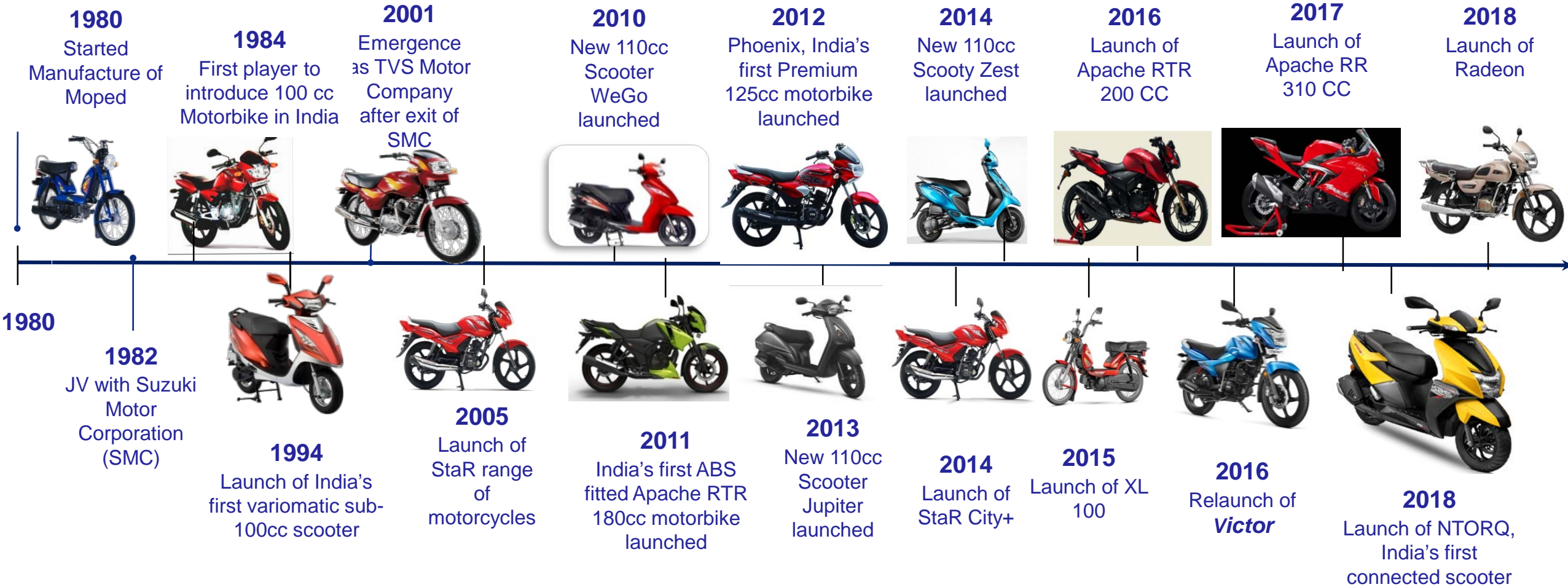


# TVS Motor Company Limited



- ❑ One of the largest two and three wheeler companies
- ❑ State of the art manufacturing plants located in Karnataka, Tamil Nadu, Himachal Pradesh and Indonesia
- ❑ Capacity March 2019 - 5.0 Million Two Wheelers  
2.0 Lakhs Three Wheelers
- ❑ Strong world class in-house R & D
- ❑ Robust supplier base
- ❑ Extensive sales & service network
- ❑ Total Revenue 2018-19 : Rs. 18,217 Cr.
- ❑ PAT 2018-19 : Rs 670 Cr.

# TVS Motor – Shaping Indian Two Wheeler Industry since 1980





- ❑ Customer centric two wheelers with innovative features
- ❑ Focus on quality
- ❑ Continuous investment in R&D and emerging technologies
- ❑ Complete portfolio
- ❑ Building strong mega brands
- ❑ Exports – a strong growth engine
- ❑ Three wheelers - profitable adjacency

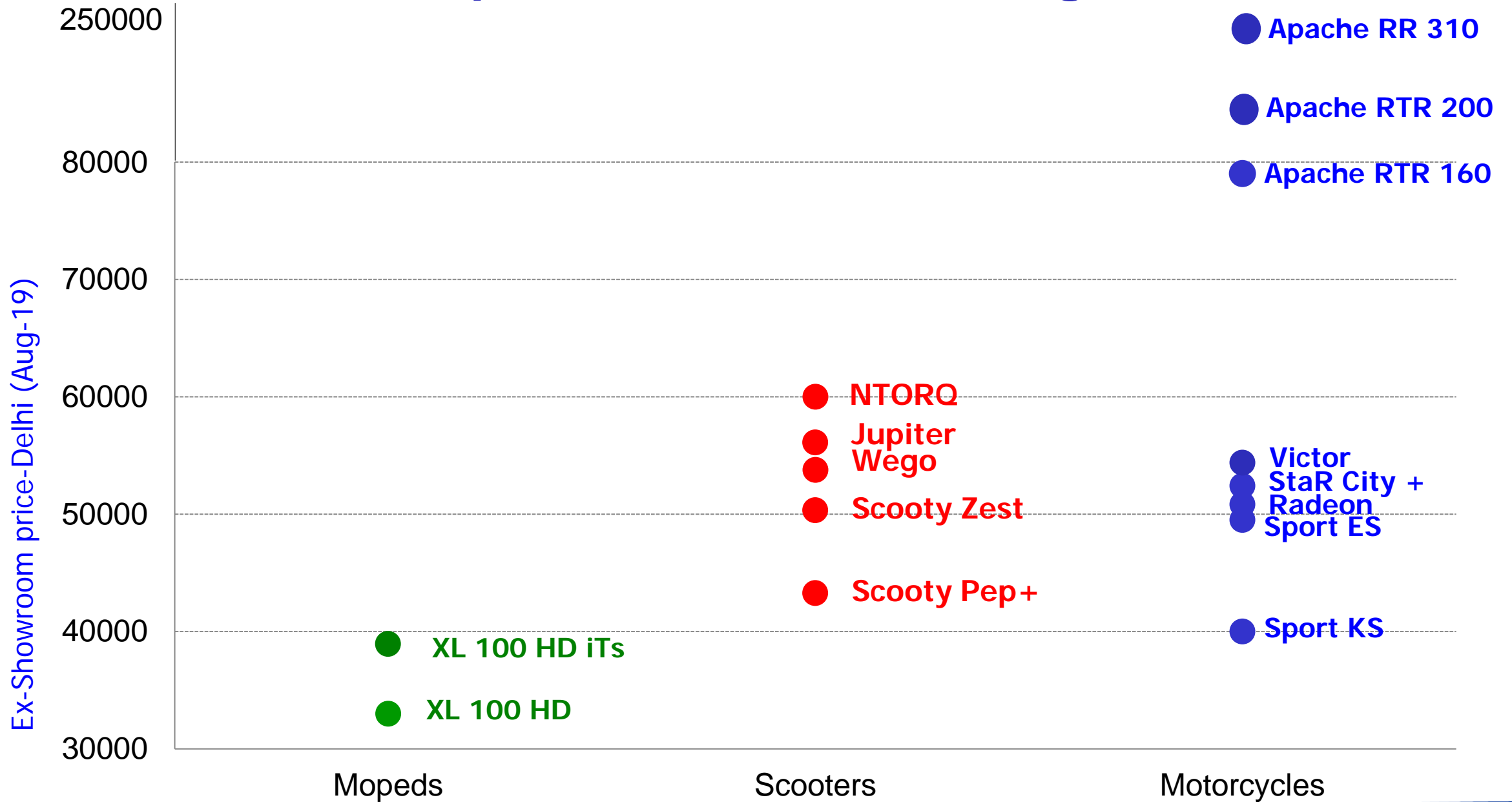


# Strong R&D Infrastructure

- World class facility
- Partnership with leading international research institutes
- World Class products with innovative features

R&D Spends	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19
Rs Mn	1272	1318	1958	2264	2447	2685	3075
% of Sales	1.8	1.6	1.9	1.9	1.8	1.7	1.7

# Comprehensive Product Range





**XL100**  
**HEAVY DUTY** **i-TOUCH start**

**i-TOUCH start**



i-Touch Start

Value for customer: Comfort

**USB CHARGING**



USB Charger

Value for customer: Convenience of mobile charging even in power deficit regions

**LED DRL**



LED DRL

Value for customer : Style





TVS  
**Jupiter**  
ZYADA KA FAYDA



## Telescopic Suspension

Value for customer – Riding comfort & less strain on body while riding



## 12" Alloy Wheels

Value for customer: Better road grip



## External Fuel Filling

Value for customer: More convenience & comfort



## Metal Body

Value for customer: Perception that vehicle won't break down if met with an accident



## Largest Front Leg Space

Value for customer: More comfort & convenience to carry things





India's 1<sup>st</sup> BT Connected Scooter

Value for customer: Safety, Flaunt Value



125 3V CVTi REVV Engine

Value for customer: Fast pick up, Top Speeds on a scooter



Stealth aircraft inspired Styling

Value for customer: Head Turner, Grabs attention



**TVS Radeon**

जियो बुलंद  
बढ़ो बुलंद



Chrome Bezel Headlamp & DRL

Value Add: Style and safety



Petrol tank with Ribbed thigh pads

Value Add: Style



Car like Speedometer

Value Add: Style



Long Cushion Seat

Value Add: Comfort



Full Chrome Metal Exhaust

Value Add: Style



staR city+



Ecothrust Engine

Value for customer: Power and pick-up



Econometer

Value for customer: Power and Mileage



SBT

Value for customer: Safety



AHO

Value for customer: Safety



Hi- Grip Tyres

Value for customer : Safety





Race inspired 4 Valve O3C engine

Value for customer: High Power delivery and pick-up with 4 Valve technology



Patented Racing Syncro stiff Chassis

Value for customer: Precise handling, easy maneuverability & sharp corners



Race tuned Monoshock

Value for customer: Higher confidence while riding & better handling



Digital Racing Console

Value for customer: Records Top Speed, 0-60 time and provides gear shift indication

**Apache**  
RTR 160 4V  
RACING DNA UNLEASHED

Super Moto  
**ABS**

Single Channel ABS

Value for customer: Enhanced Safety



### Unique Reverse Inclined DOHC Engine

Value for customer: Best-in-class Power to Weight ratio



### Digital Speedometer Console

Value for customer: Hosts a lot of information for comprehensive ride analysis



### Aerodynamics

Value for customer: Stability at high speeds, reduced engine heat in traffic, superior top end performance



### Bi-LED Headlamps

Value for customer: Offers high intensity headlamps at day and night enabling high speed riding with confidence

### Double Channel ABS

Value for customer: Enhanced Safety

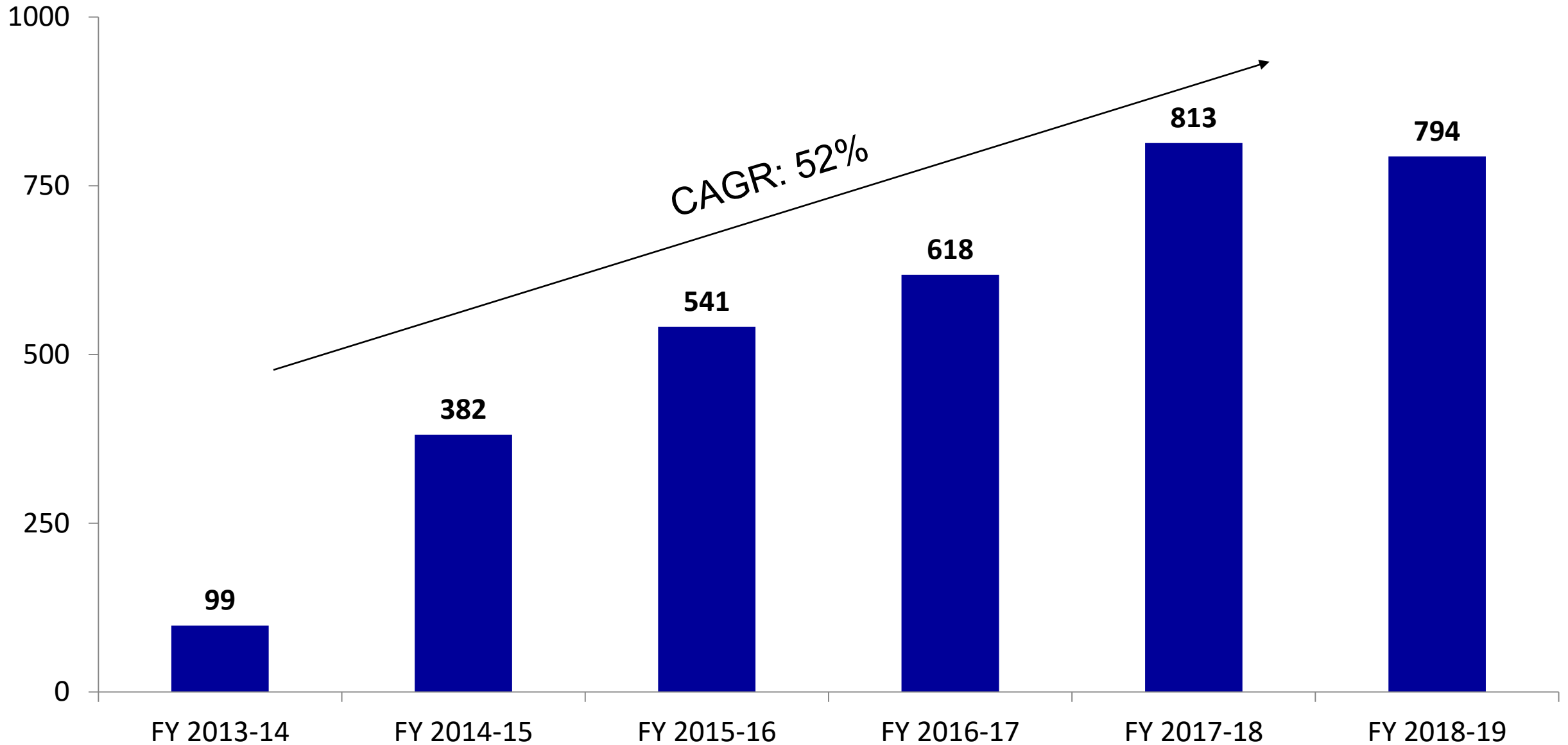


- ❑ Scoterisation
- ❑ Premiumisation
- ❑ Steady increase in retail finance penetration





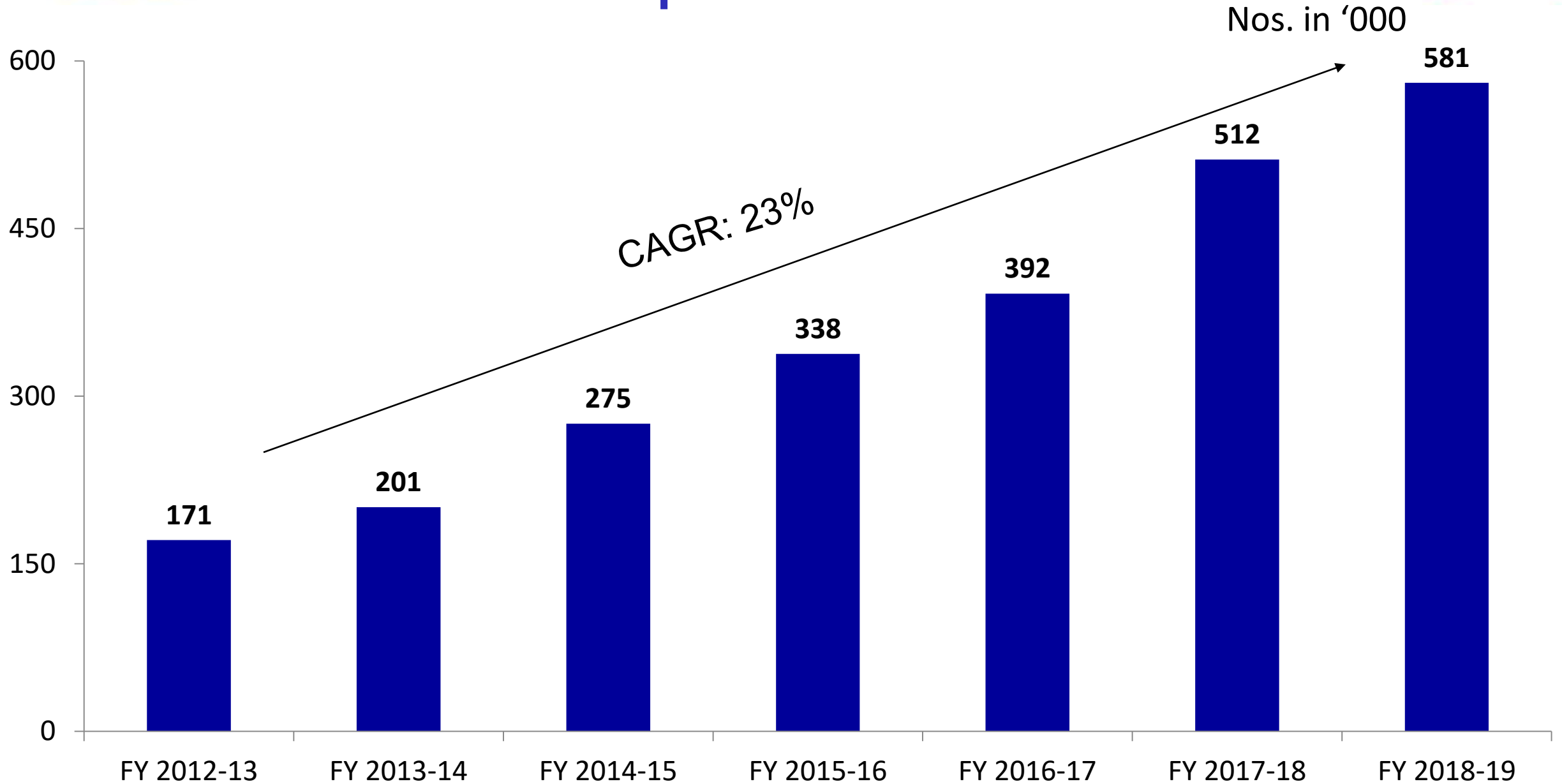
Nos. in '000





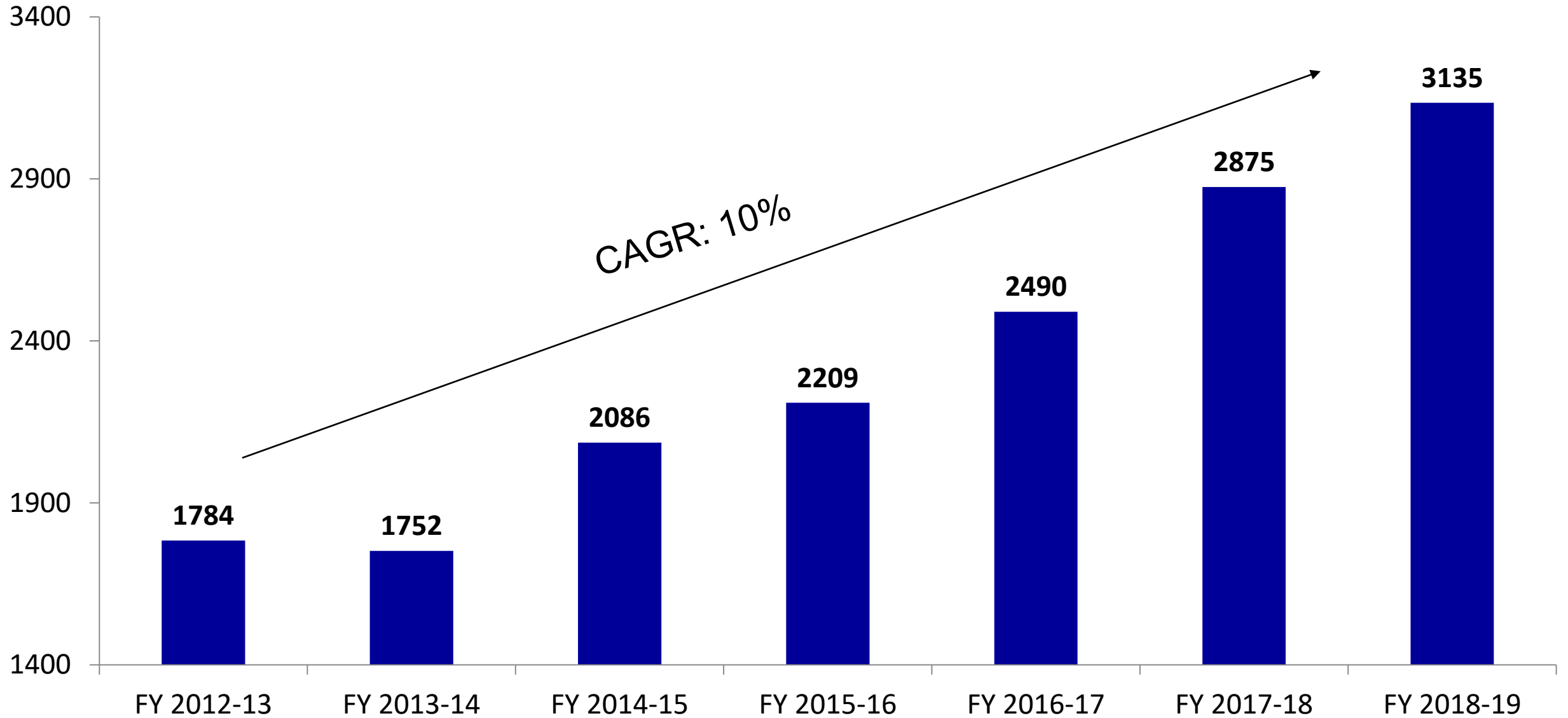
- >125cc segment share in scooters increased from 6.4% in 2014-15 to 19.5% in 2018-19.
- TVS NTORQ Launched during Q4 of 2017-18
- Sales of 2018-19 already crossed 2 lakh nos.

# TVS Apache sales trend





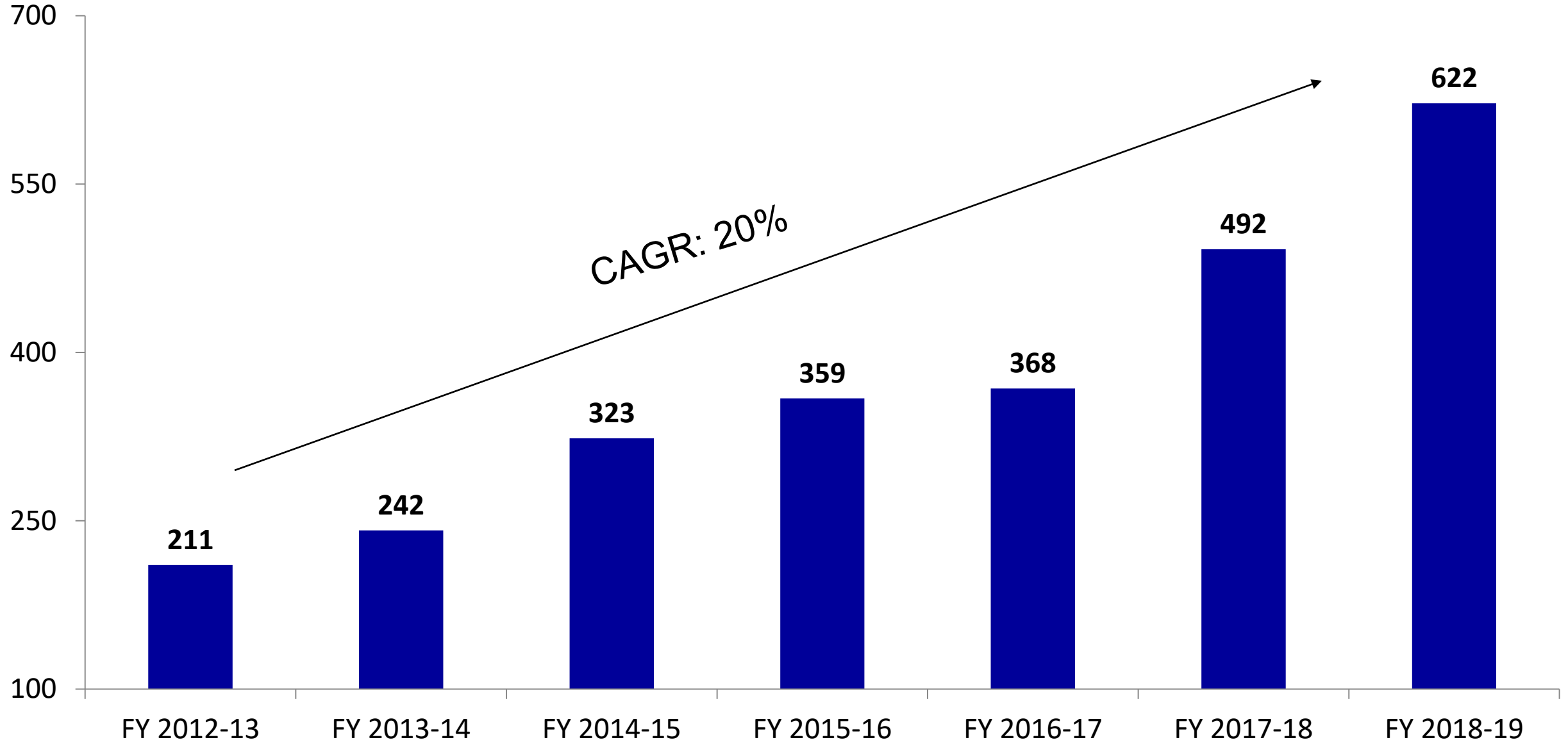
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# TVSM 2W export sales trend

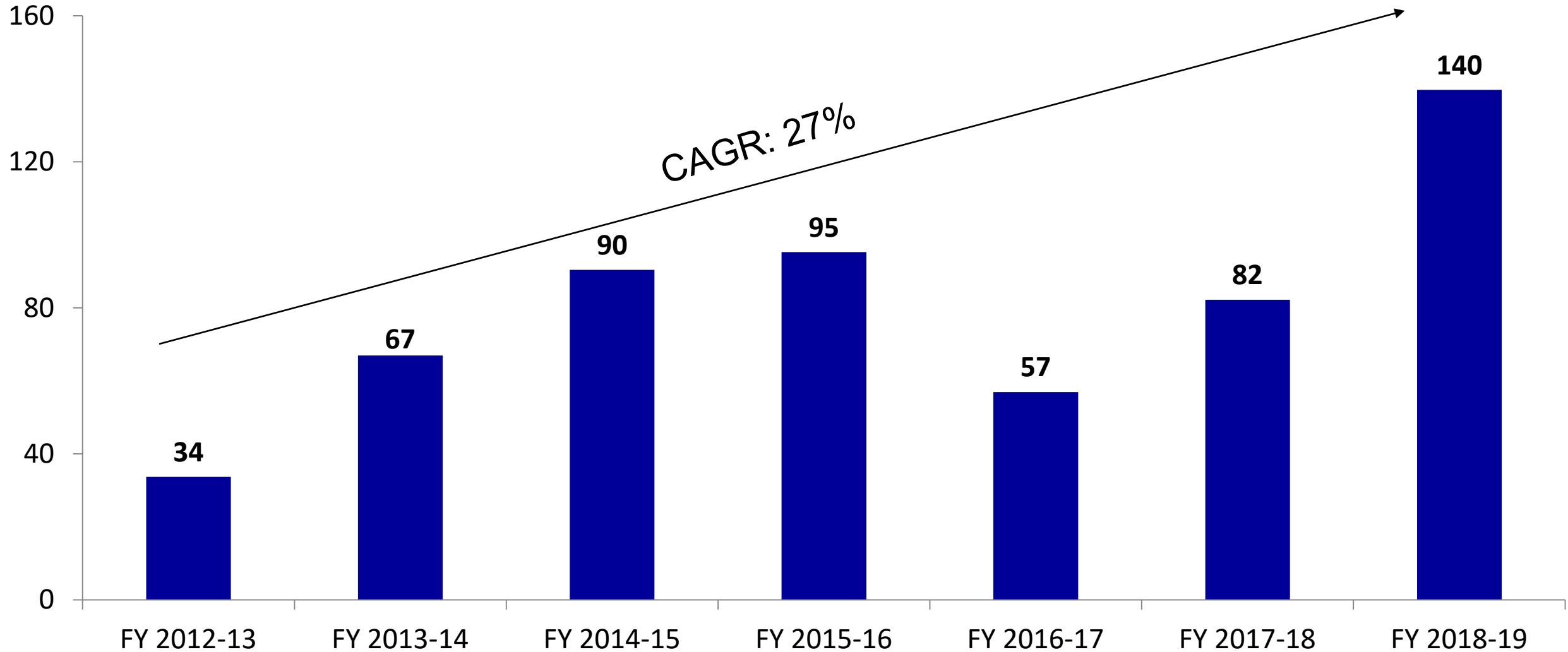


Nos. in '000





Nos. in '000



- 2016-17 and 2017-18 3W exports affected consequent to restricted availability of foreign exchange in key African markets

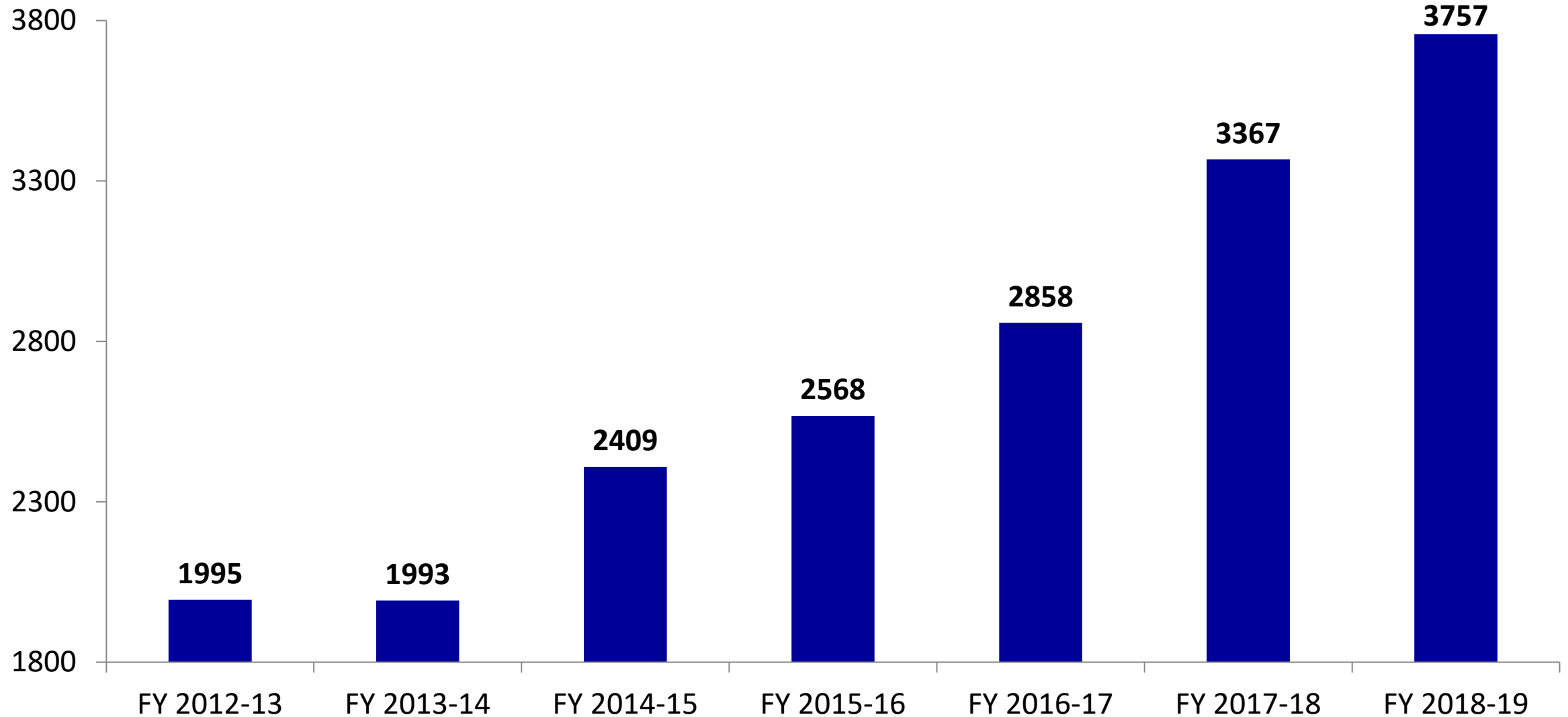




# TVSM standalone performance

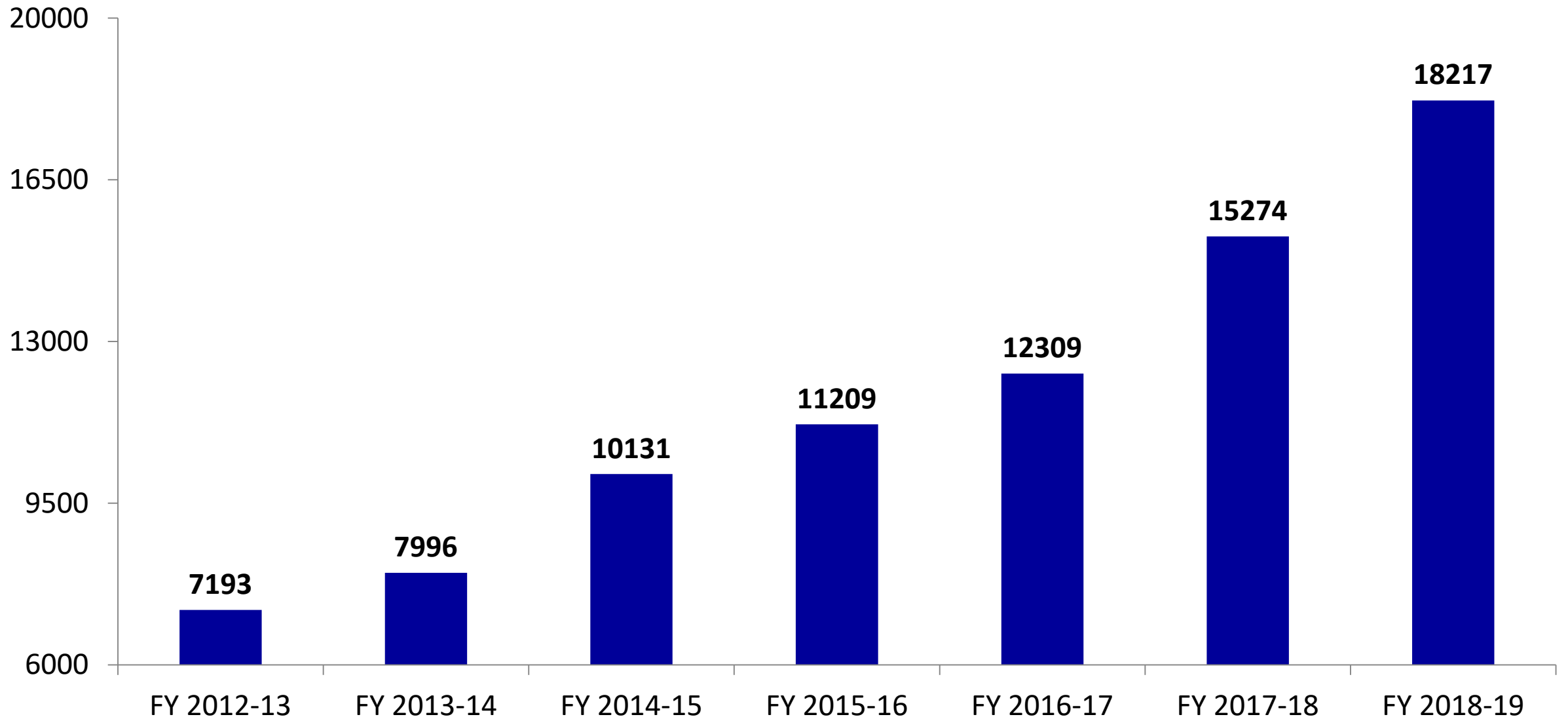


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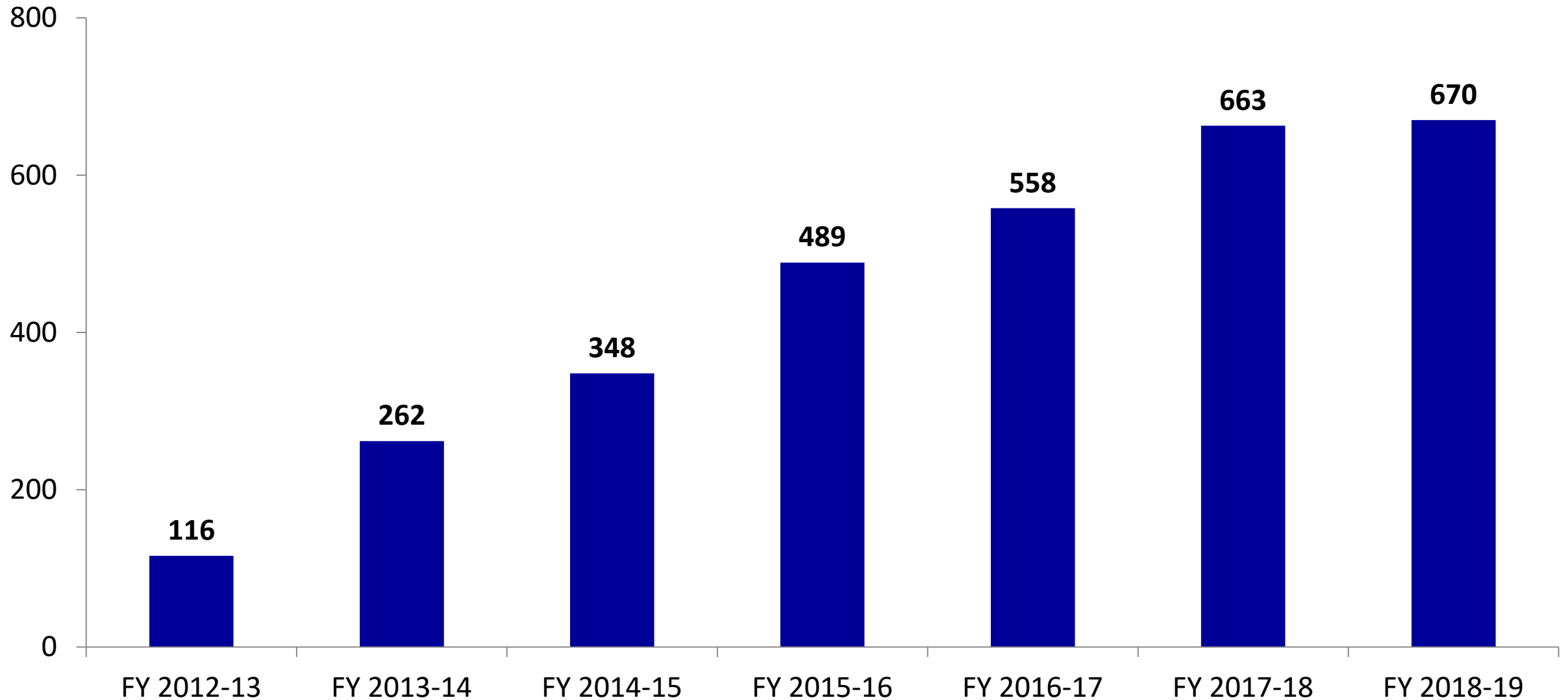


INR in Crores





INR in Crores





# Awards won by TVSM during 2018-19





- **TVS Motor Company won the “two wheeler manufacturer of the year” award at Car & Bike India awards 2019.**
- **TVS Motor Company bagged 2 prestigious awards at the CII-ITC Sustainability Awards 2018. The categories for which the company won the awards are namely the ‘Corporate Excellence Award’ and ‘Corporate Social Responsibility Award’.**
- **TVS Motor Company won 2 prestigious awards at International Awards by Otherways Management & Consulting, France. The categories for which the company won the awards are “Green Era Award for Sustainability” and “Quality and Business Excellence Award”.**
- **TVS Motor Company won the “Best CSR initiative (Two-Wheeler)” at Autocar India Awards 2019.**

Contd..





- **TVS NTORQ 125, won many prestigious awards during 2018-19**
  - Best of 2018 Two-Wheeler Award – Auto X
  - Scooter of the Year by
    - Autocar India Awards 2019
    - Motor Vikatan 2019,
    - Car & Bike India awards 2019
    - Times Auto Awards 2019 powered by BBC TopGear
  - Engine of the Year under 150 cc – Indian Automotive Technology & Innovation Awards 2018

Contd..



- TVS Radeon declared “Bike of the Year up to 125cc” by Exhibit Auto Tech Awards 2019 and “Commuter Bike of the Year” by Motor Vikatan 2019.
- TVS Apache RR 310 won the “Bike of the Year up to 400cc” at Car & Bike India Awards 2019

Contd..



- TVS Motor Company was ranked number 1 in J.D. Power 2018 India Two-Wheeler Customer Service Index (2WCSI) for the 3<sup>rd</sup> year in succession.
- TVS Motor Company bagged top honors in J.D. Power 2018 India Two-Wheeler Initial Quality Study (2WIQS).

## **J.D. Power 2018 India Two-Wheeler Automotive Product Execution and Layout (2W APEAL) Study**

- TVS Jupiter - Ranked No 1 in the scooter segment.
- TVS Apache RTR 180 – Ranked No 1 in the premium motorcycle segment.
- TVS StaR City + - Ranked No 1 in the economy motorcycle segment.



- TVS Motor has gained market share consequent to strong portfolio and brands
- Exports and 3W add to geographical spread and product portfolio
- The quality and customer centric focus helped the company to secure top honours in JD power survey.
- Consistent growth in profits
- Focused R&D will ensure smooth transition to BS VI compliant products
- TVSM will continue to lead the way and ride the wave of success

AN AWARD FROM OUR CUSTOMERS, MAKES IT ALL THE MORE SPECIAL.

# TVS IS NO.1 AGAIN



TVS Motor Company has been awarded No.1 in customer satisfaction for the third year in a row.  
J.D. Power\* awards are given based on one of the largest consumer survey's in the automotive industry.





# Thank you

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