

PRESS RELEASE



India's TVS Motor Company to set up assembly line in Uganda

~Company appoints Yuvaraj International Uganda Limited; To Launch 2 new motorcycles~

Kampala, 2nd Aug 2013: In keeping with its commitment to serve Ugandan Customers, leading Indian two and three wheeler manufacturer, TVS Motor Company today announced its plans to set up a state-of-the-art assembly line in Uganda. The company will also launch two new motorcycle models for Uganda. These motorcycles will be specific to the Ugandan markets in terms of usability, reliability and durability. These announcements were made at the inauguration of their new distributor, Yuvaraj International Uganda Limited, a world class 3S (sales, service and spare parts) facility.

Addressing the media, Mr. K N Radhakrishnan, President and CEO, TVS Motor Company said, "We have reaffirmed our commitment to the Ugandan customer with the inauguration of our new distributor Yuvaraj International Uganda Limited to offer superior customer satisfaction and ensure country-wide distribution of spare parts. During the course of the next two quarters, we intend to set up an ultramodern assembly line through which we will roll out products that are tailor-made for the Ugandan region. We also intend to launch two new motorcycle models during this period. These motorcycles will be specifically developed and designed keeping African conditions in mind and will be assembled at the same facility."

"TVS Motor Company has been present in two wheeler segment in Uganda for about a decade and brings with it the promise of high quality products with good fuel economy, dependability and durable engines with latest technology. We currently have around 8 dealers offering sales, service and spare parts facilities across the country. Genuine parts are available at some 100 sales points across the country. We assure superior quality service as we have undertaken a special skill upgradation programme for all local technicians. Over the years we have gained the trust of the African consumer, catering to Boda Boda customers across Africa and are committed to enhancing their TVS experience even further." Mr. Radhakrishnan added.

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TVS Motor Company is the flagship of the \$6 billion Indian conglomerate, TVS Group which recently celebrated one hundred years in the automotive business in India. The company recently won 'India's Most Trusted Two Wheeler Brand' Award from the Times Group. With presence in more than 60 countries across the globe, TVS Motor Company is the second largest exporter of two wheelers and three wheelers from India. The company has grown to be a strong brand name in Asia, Latin America and Africa with popular products in the two and three wheeler segments.

"Uganda is a market with large potential for 2 wheelers and with commencement of the assembly line and introduction of new products, we plan to reach 25% market share within a year of commencing operation with our new distributor" Mr Radhakrishnan said.

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