

PRESS RELEASE



TVS Motor Company & Kangra Central Co-operative Bank in Himachal Pradesh sign MOU

Hosur, 27 February 2015: TVS Motor Company has signed a MOU with Kangra Central Co-operative Bank for retail finance of two wheelers in Himachal Pradesh. Through this tie-up, customers will benefit from highly competitive rates of interest and easy access to high quality, world-class products.

Commenting on the development J S Srinivasan, Vice President – Sales, TVS Motor Company said, “This initiative is highly beneficial to customers who are aspiring to be owners of our scooters and motorcycles, as it will provide them with excellent retail finance schemes as well as access to high quality, world-class products. Kangra Central Co-operative Bank comes on board with a rich experience of being one of the largest banks in the state and is an ideal partner to work with.”

Kangra Central Co-operative Bank is one of the leading banks of Himachal Pradesh with around 200 branches.

The Kangra Central Co-operative Bank Chairman Mr. Jagdish Sapehia said “People of Himachal Pradesh prefer to commute by two wheelers due to the mountainous terrain and we are happy to partner with TVS Motor Company, one of the leading two wheeler manufacturers of the country, who also has a manufacturing base in the state. We are committed to delivering value add solutions to our customers and therefore this arrangement with TVS Motor Company, customers can avail our best finance option at all our branches.”

TVS Motor Company currently has offerings in all segments of the two wheeler market including TVS XL Super and motorcycles: TVS Sport, TVS StaR City+, TVS Phoenix and TVS Apache series RTR. The scooter portfolio includes TVS Scooty Pep+, TVS Scooty Streak, TVS Wego, TVS Jupiter and TVS Scooty Zest. Incidentally, many of these products have won several awards and accolades from leading industry experts as product of the year in its respective category.

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