

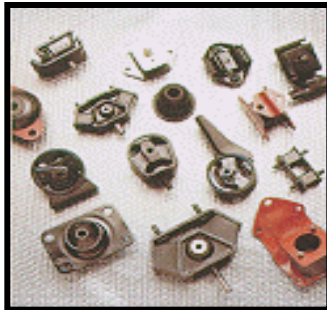


Sustainable Quality Growth

TVS Group - Our Journey



Dealership Agreement with GM - 1929



Auto Components Manufacturing - 1961

- Exports to over 30 countries
- Largest in India



Entry into Electronics Manufacturing



Three wheeler Manufacturing
Established Overseas plants



Two wheeler Manufacturing

- Exports of 2W to 55 countries



Begin Financial Services



Launch of Logistic Network



Launch of Bus Service - 1911

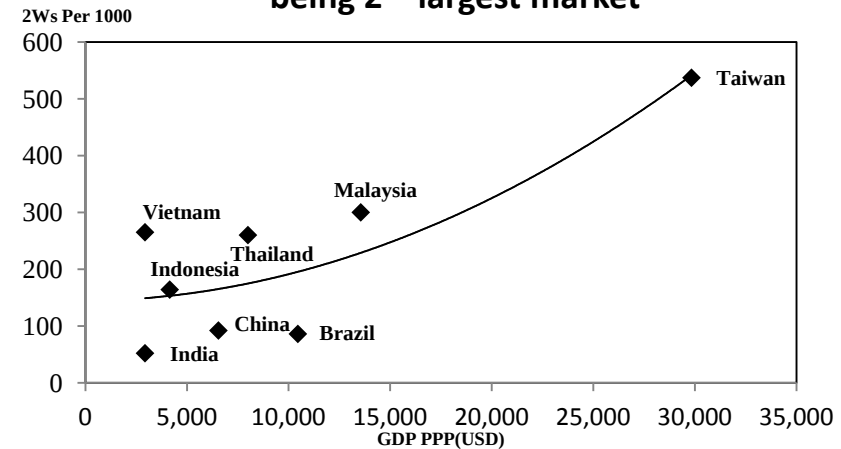
Trust Value Service

1920 1930 1940 1950 1960 1970 1980 1990 2000 2010

India remains a lucrative market

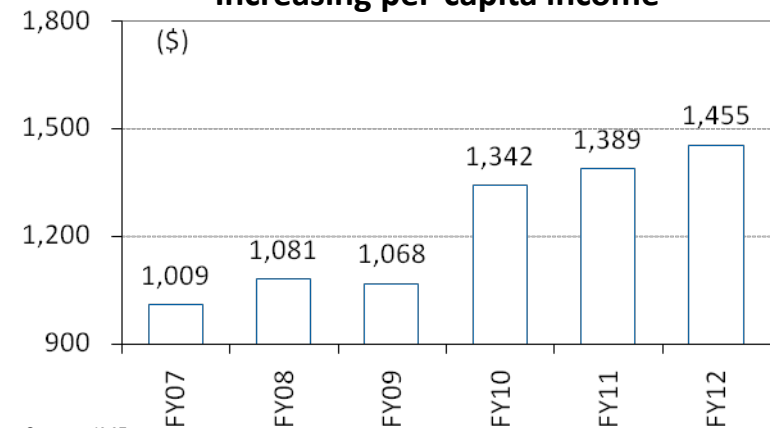
- ❑ India is the second largest two-wheeler market in the world with sales of ~13.43 mn units in domestic market in FY12
 - ☞ However, penetration levels still very low compared to other countries such as China, Indonesia etc.
- ❑ Rising per capita income to enhance affordability, and demand for two-wheelers
 - ☞ Lack of public transport
 - ☞ Emergence of a large young working population

Low penetration rate despite India being 2nd largest market



Source: IMF, World Bank

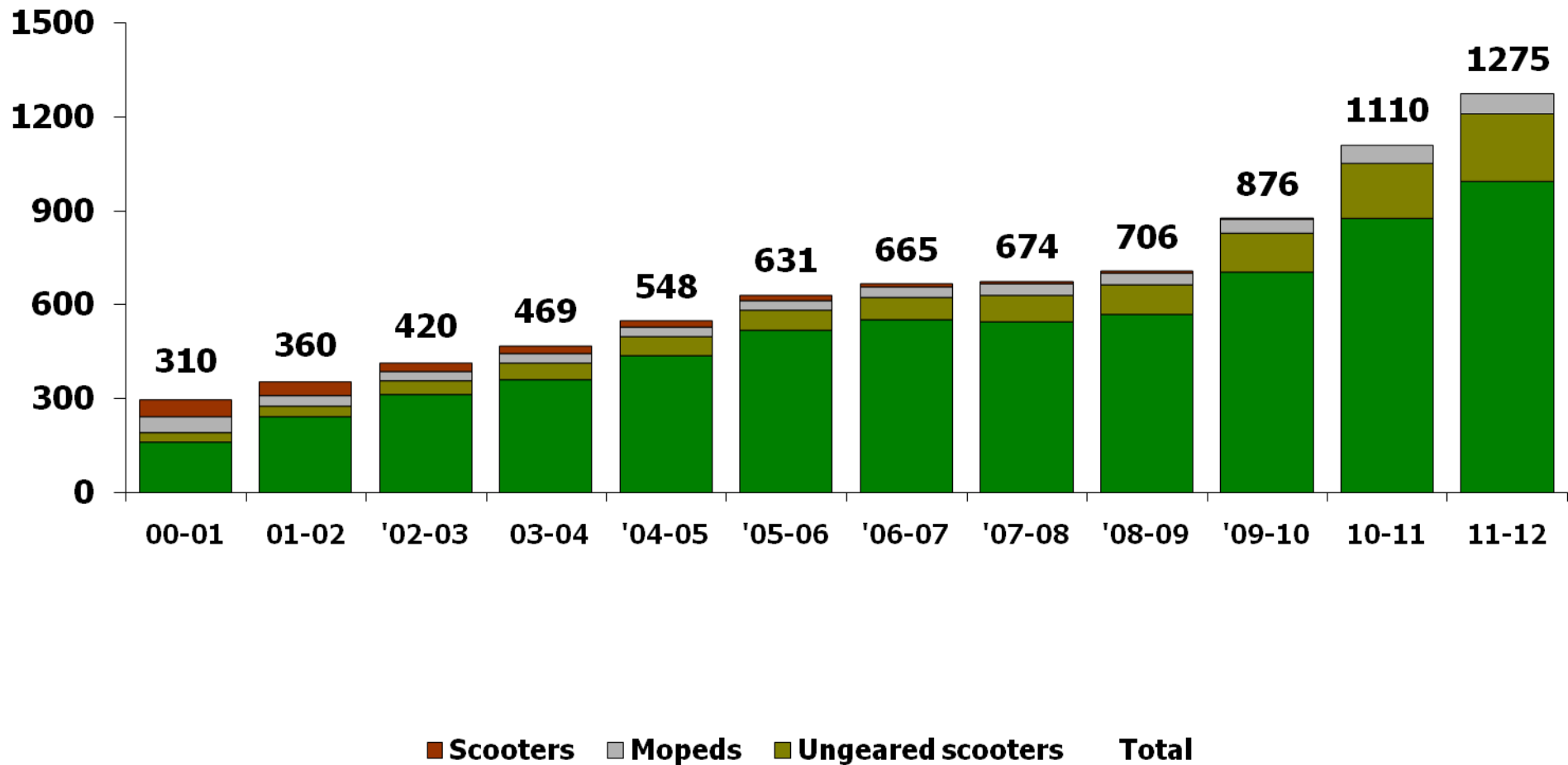
Increasing per-capita income



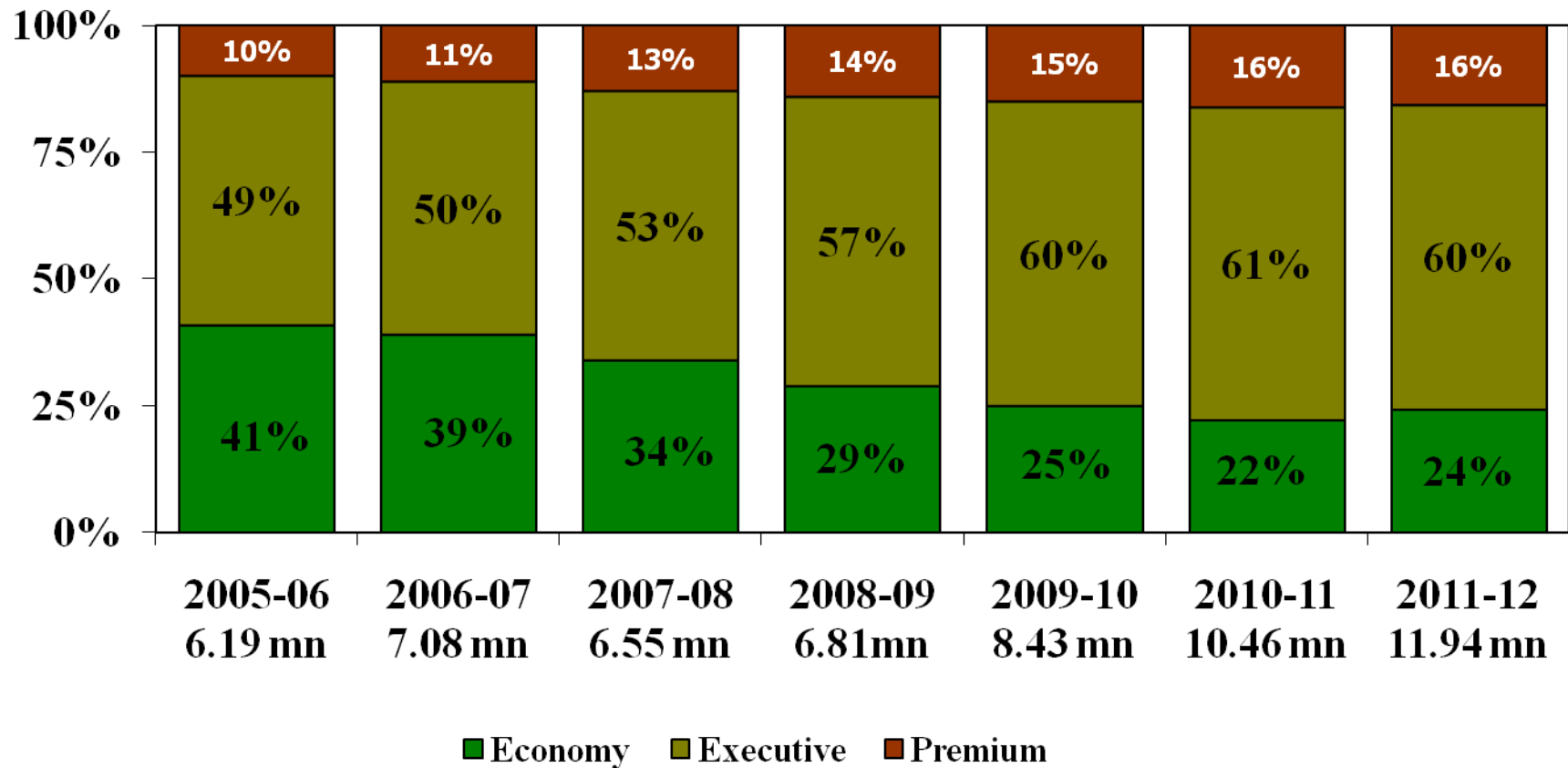
Source: IMF

Two Wheeler Industry – Average Monthly sales

(nos. in 000's)



Motorcycles – Industry Structure

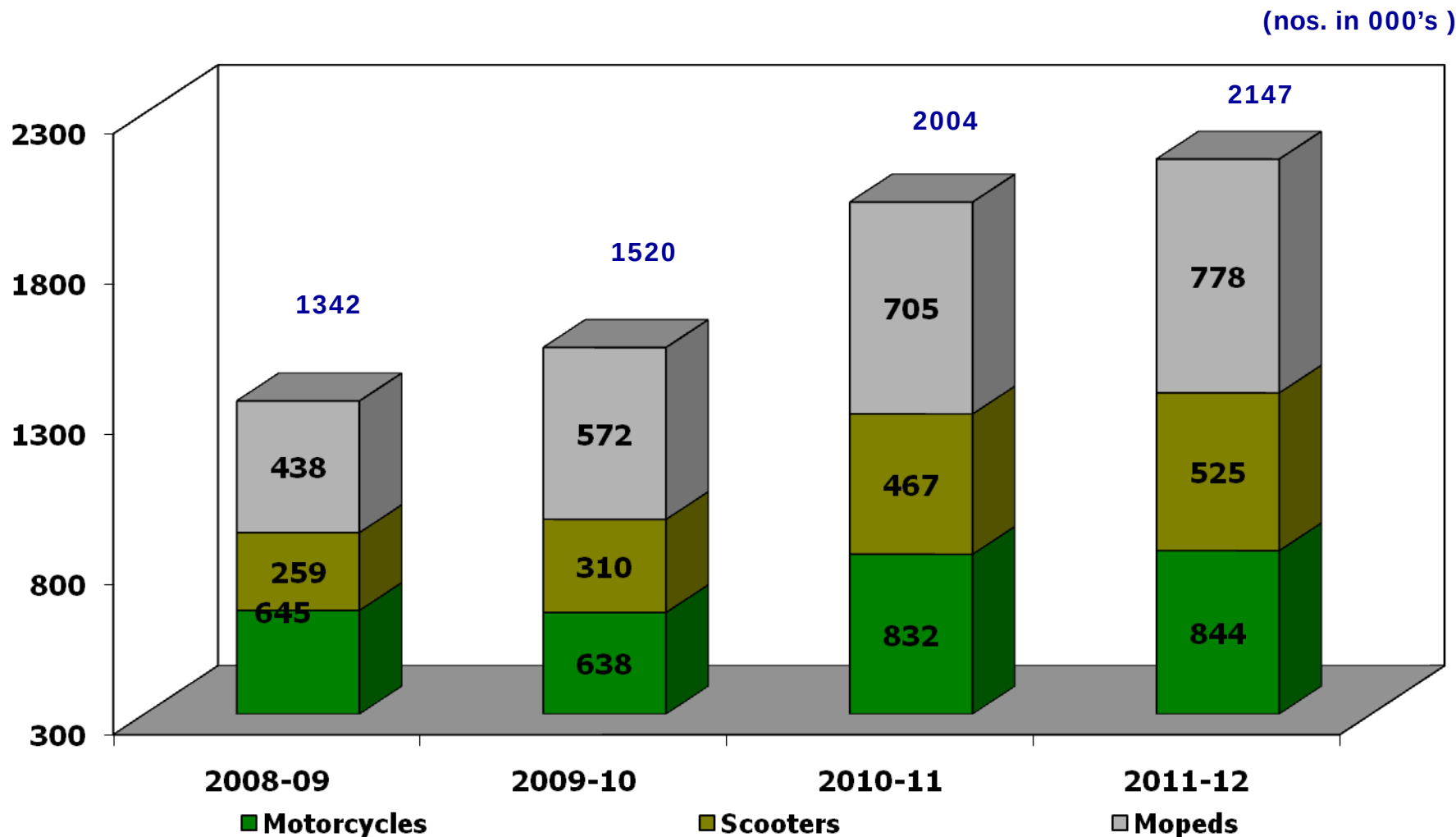


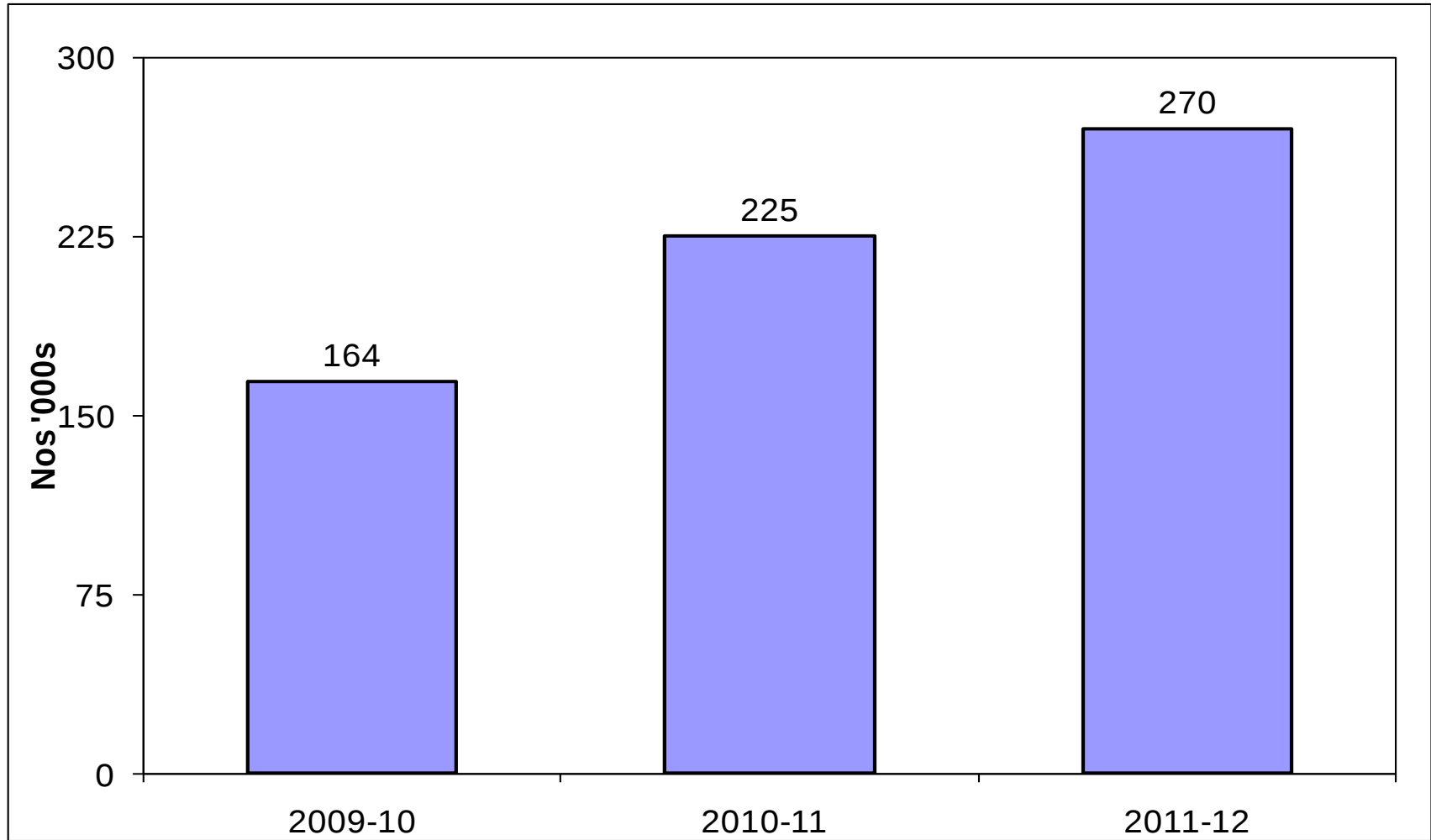
TVSM – poised for Quality growth

TVSM - Company overview

- ❑ One of the largest two and three wheeler companies
- ❑ A state of the art manufacturing plants located in Karnataka, Tamil Nadu, Himachal Pradesh and Indonesia
- ❑ Capacity as at March 2012 - 30 Lakhs two wheelers
- ❑ Strong World class in-house R & D
- ❑ Robust supplier base
- ❑ Extensive all India sales & service network
- ❑ Rapid growth in exports
- ❑ Total Revenue from Operations(2011-12) : Rs. 7126 Cr.

Strong presence in all 3 segments







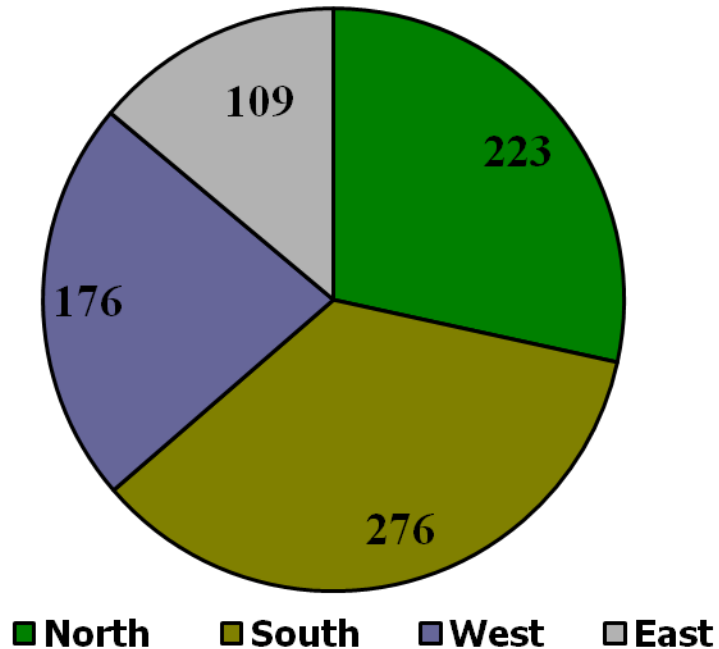
- World class facility employing over 400 engineers
- Partnership with leading international research institutes
- Hit products

R&D Spends	2007-08	2008-09	2009-10	2010-11	2011-12
Rs Mn	704	777	836	999	1204
% of Sales	2.1	2.1	1.9	1.6	1.7

Strong All India distribution network

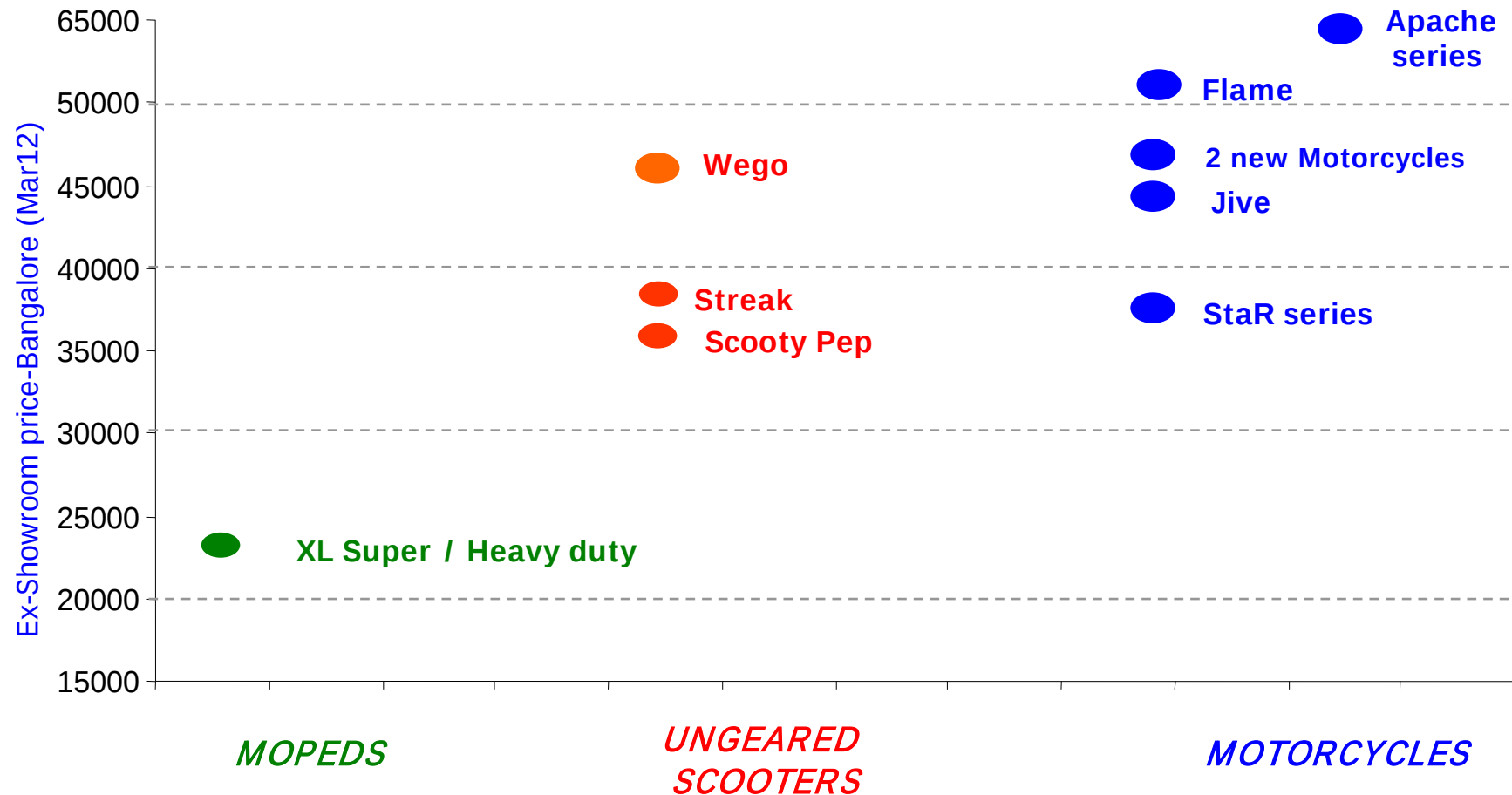
Number of Dealers 784

March ' 2012



TVSM has a robust two tier distribution network with 784 exclusive dealers supplemented by more than 2000 sales & service points

Complete product range



A complete portfolio with product at every price point

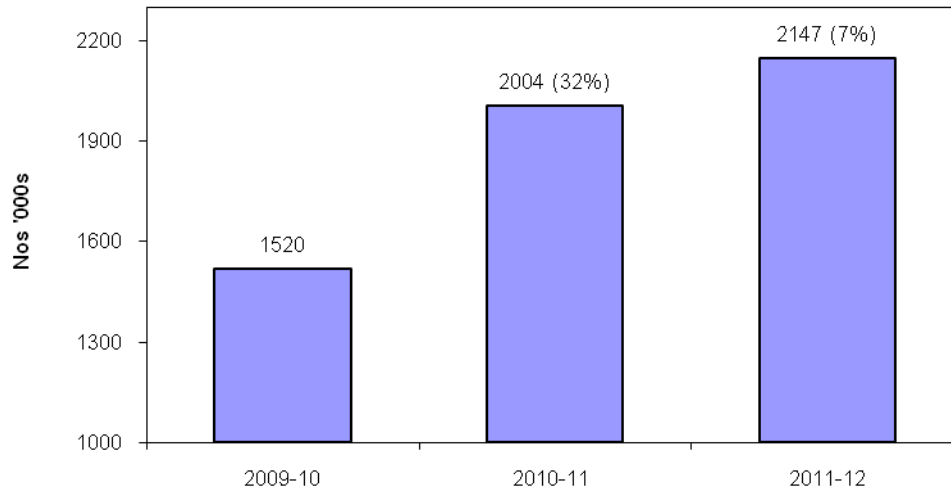


The stylish TVS KING

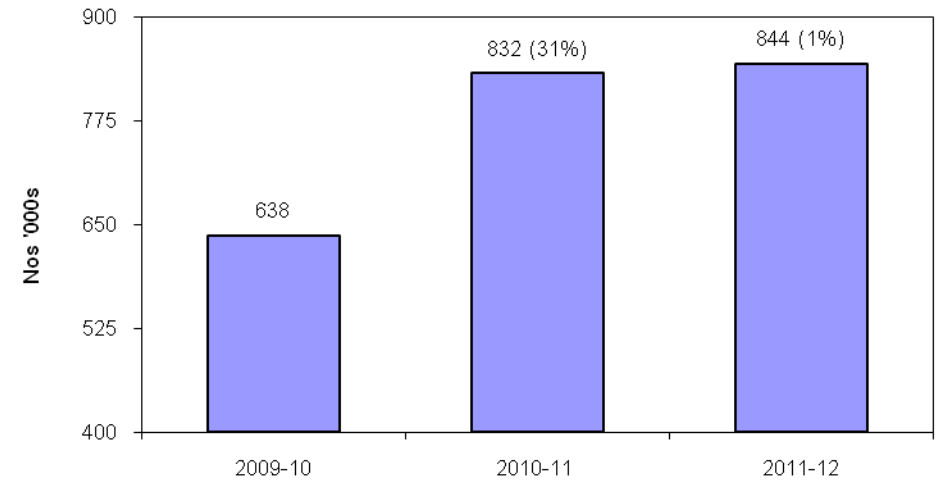
- ❑ TVS entered the 3W market towards the end of FY08, with TVS-King
- ❑ TVS-King engineered with 'best in class' features.
- ❑ Annual Sales of 40k for 2011-12.
- ❑ Large potential for exports



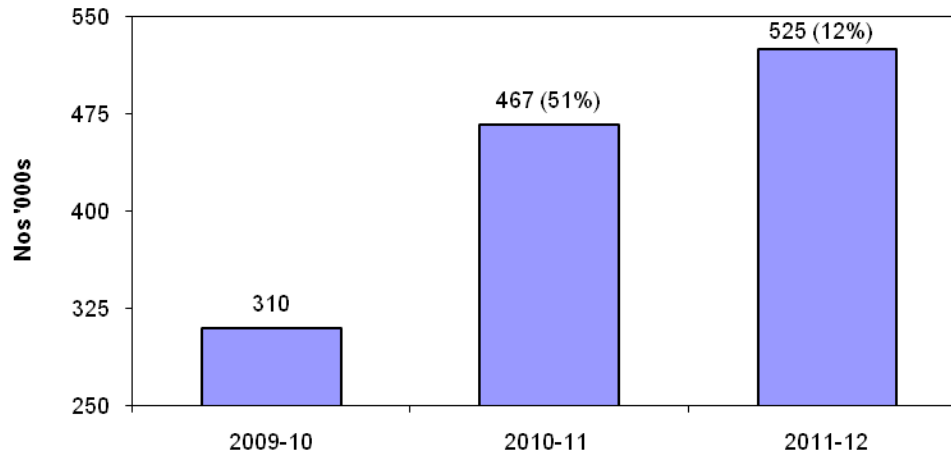
Total Sales



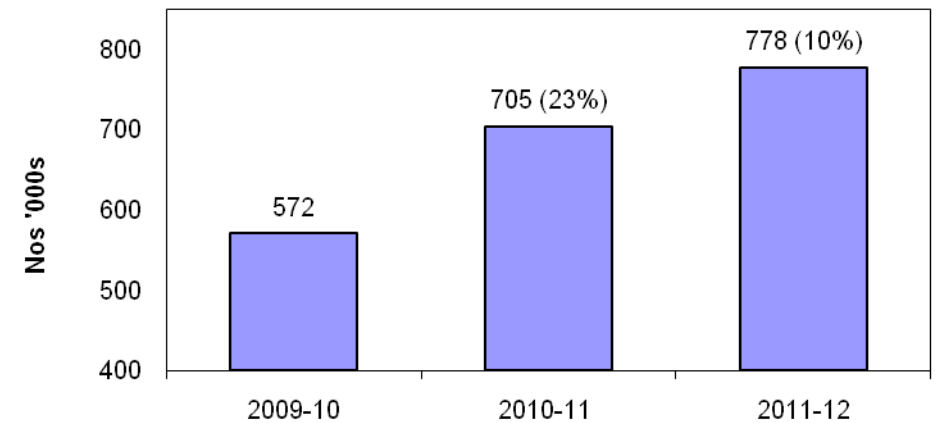
Motor Cycle Sales



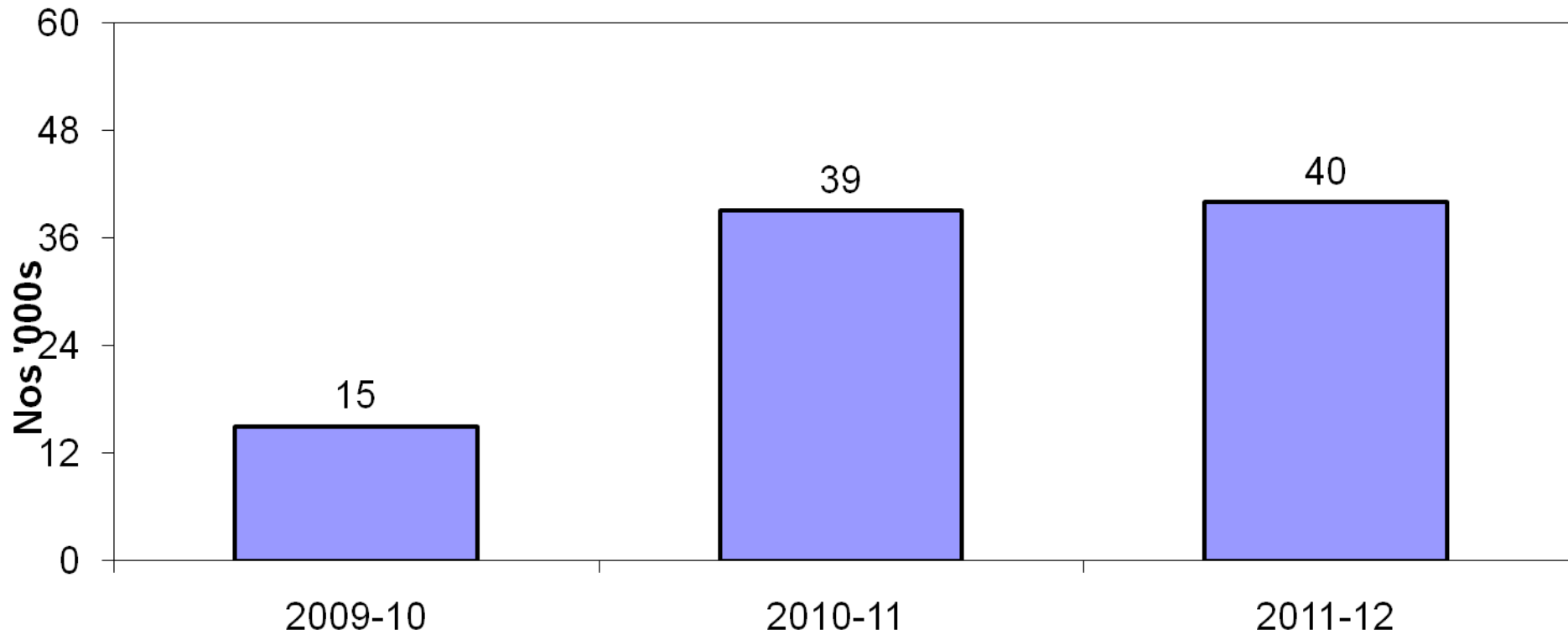
Scooter sales



Moped Sales

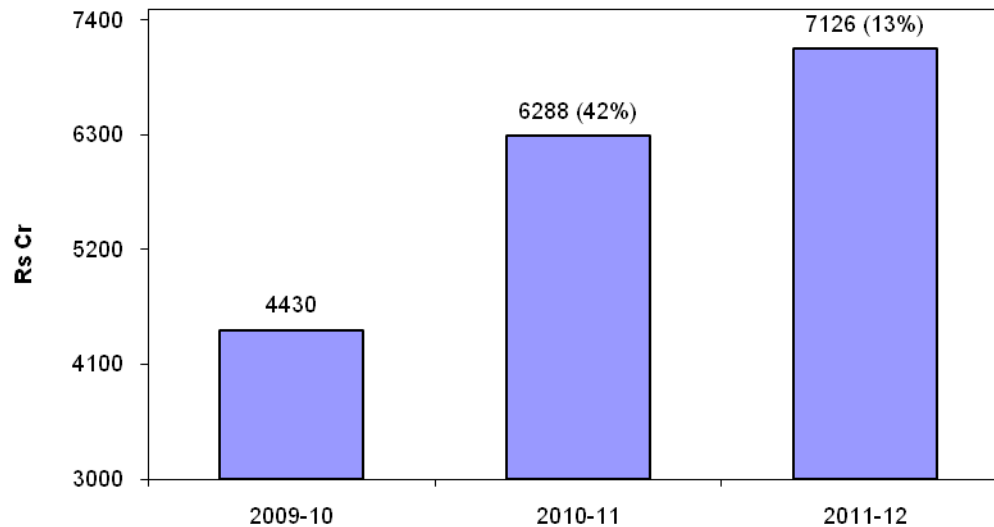


Amount in Bracket represents % growth

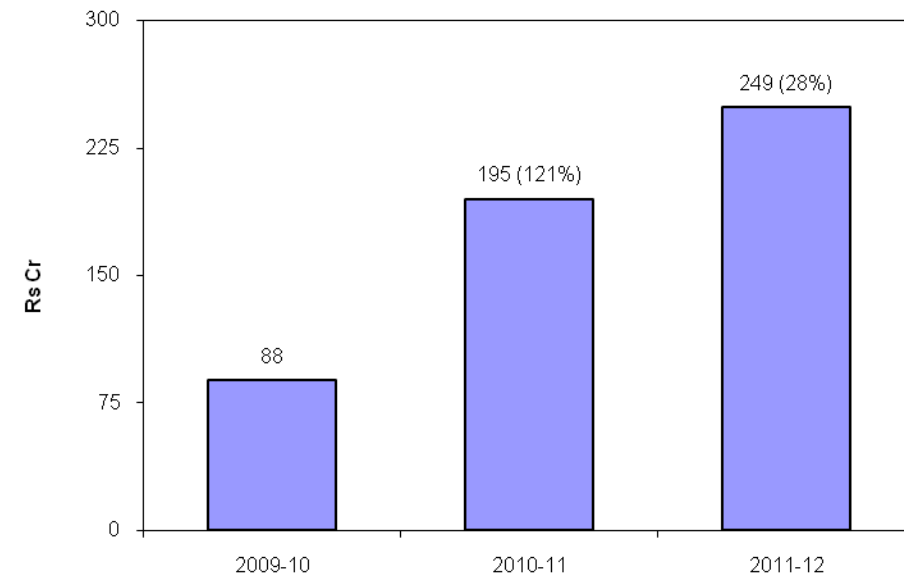




Total Revenue



Profit After Tax



Amount in Bracket represents % growth

TVS Motor's Standalone performance 2011-12

Rs Cr		
2010-11	Particulars	2011-12
Actual		Actual
2004	2 W Sales nos in 000's	2147
39	3 W Sales nos in 000's	40
6288	Total revenue	7126
491	EBIDTA	520
107	Depreciation	118
64	Amortisation	29
72	Interest	57
248	Profit Before Tax	316
54	Provision for tax	67
195	Profit After Tax	249



Rs Cr

Details	Ref	Actuals 31-Mar-12
External Borrowings		510
Sales Tax deferral loans		302
Gross Borrowings		812
Less: Cash/Short-term treasury investments		28
Net Borrowings	A	784
Net Worth	B	1,279
Gearing Ratio	C = A/B	0.61



Summary

- ❑ **Long term growth prospects are attractive**
- ❑ **TVSM poised to grow**
 - ☞ Strong innovation and faster upgrades
 - ☞ Strong brands that resonate with their customers
 - ☞ Exports will be a significant growth engine
 - ☞ Entry into three wheeler has enhanced product portfolio
- ❑ **Significantly improved/ superior product quality**
 - ☞ New products across segments, will strengthen TVS' presence and lead to market share gains
 - ☞ Improved product mix likely to increase realizations and profitability
- ❑ **Focused efforts to reduce cost will improve profitability**
 - ☞ Strong free-cash flow expected

TVS Group - Awards & Recognition

❑ Deming Quality Award

- ☞ Sundaram Clayton
- ☞ Brakes India
- ☞ TVS Motor Company
- ☞ Sundaram Brake Linings
- ☞ Lucas-TVS



❑ Japan Quality Medal

- ☞ Sundaram Clayton

❑ TPM Excellence awards

- ☞ Sundram Fasteners
- ☞ Brakes India
- ☞ TVS Motor Company
- ☞ Sundaram Auto Components Ltd



Thank you

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