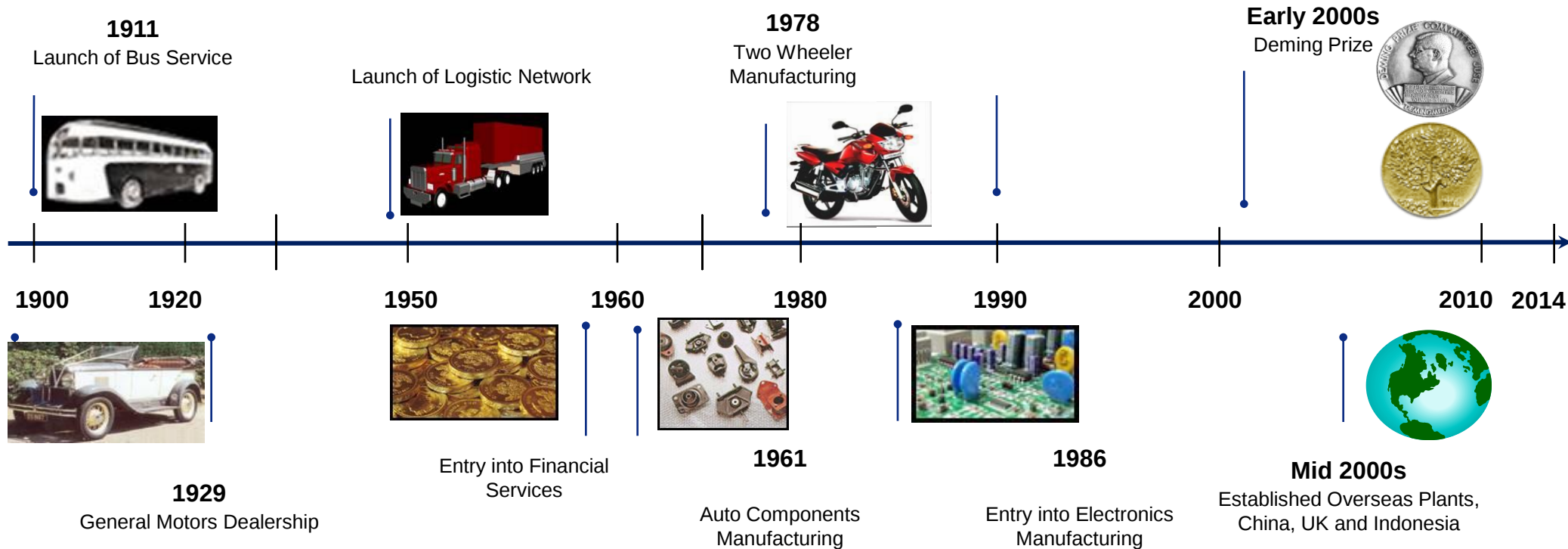




TVS Group – Our Journey



Established in 1911, TVS Group today is a US\$ 7 Bn diversified conglomerate with interests across Automotive, Manufacturing, Logistics and Electronics

TVSM – poised for Quality growth

TVS Motor – Shaping Indian Two Wheeler Industry since 1980



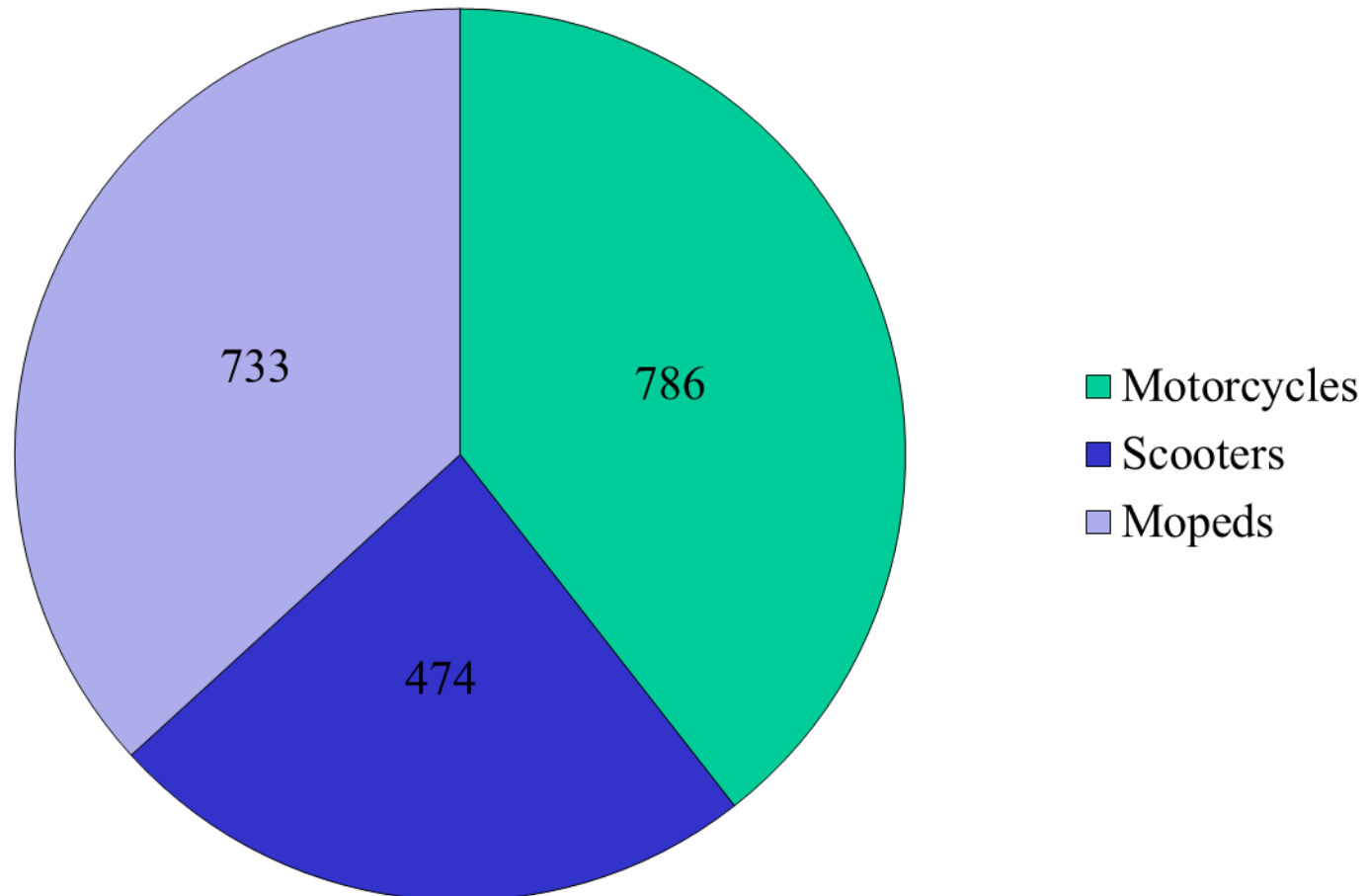
Company overview

- ❑ 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 2014 - 3 Million 2 Wheelers
- ❑ 1.2 Lakhs 3 Wheelers
- ❑ Strong World class in-house R & D
- ❑ Robust supplier base
- ❑ Extensive all India sales & service network
- ❑ Rapid growth in exports
- ❑ Total Revenue (2013-14) : Rs. 7992 Cr.

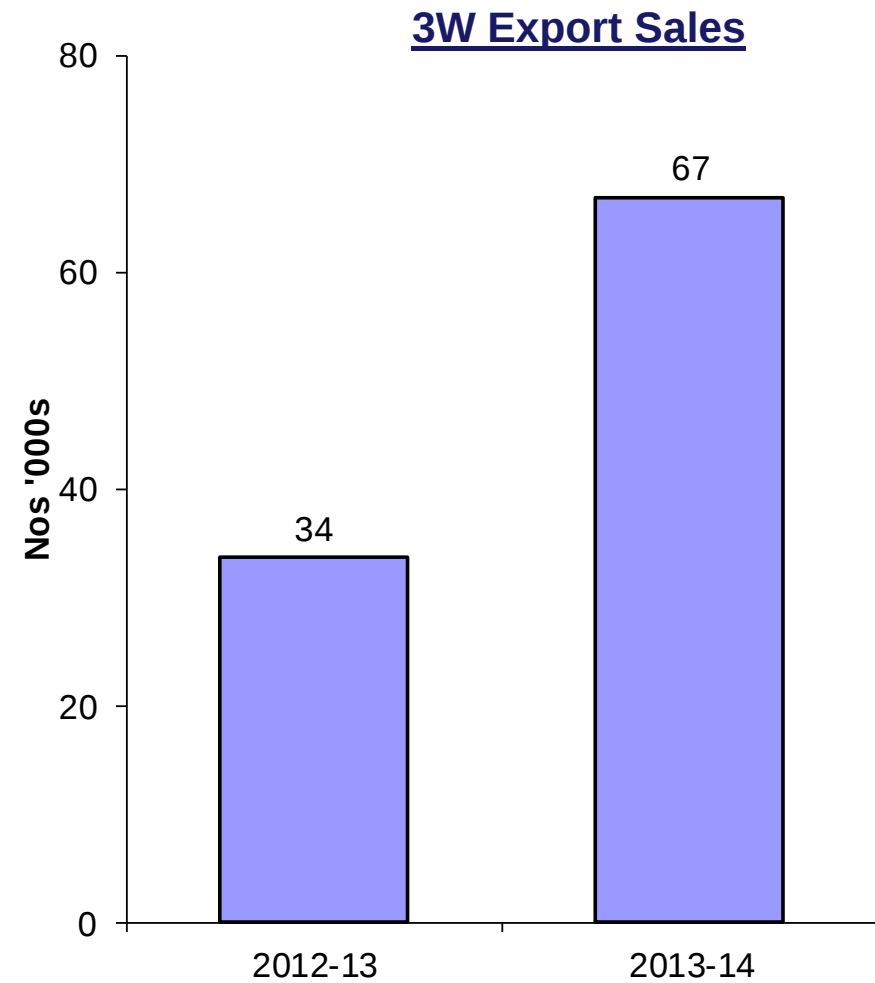
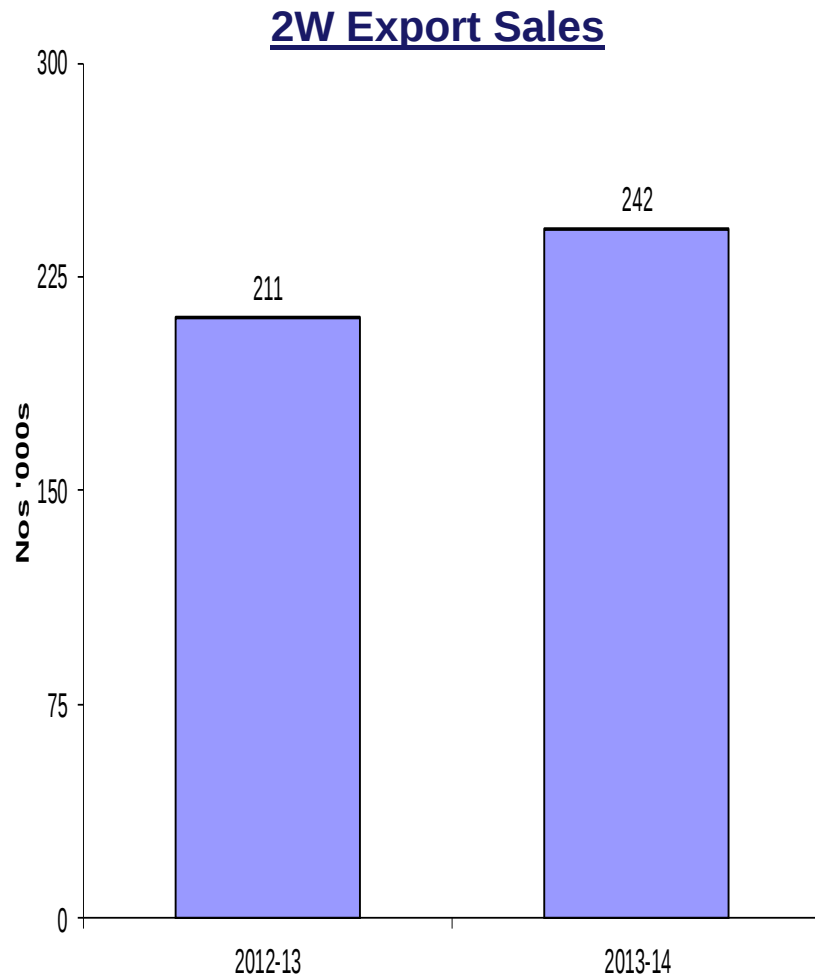
Strong presence in all 3 segments of 2 Wheeler- (Domestic + Exports)

(nos. in 000's)

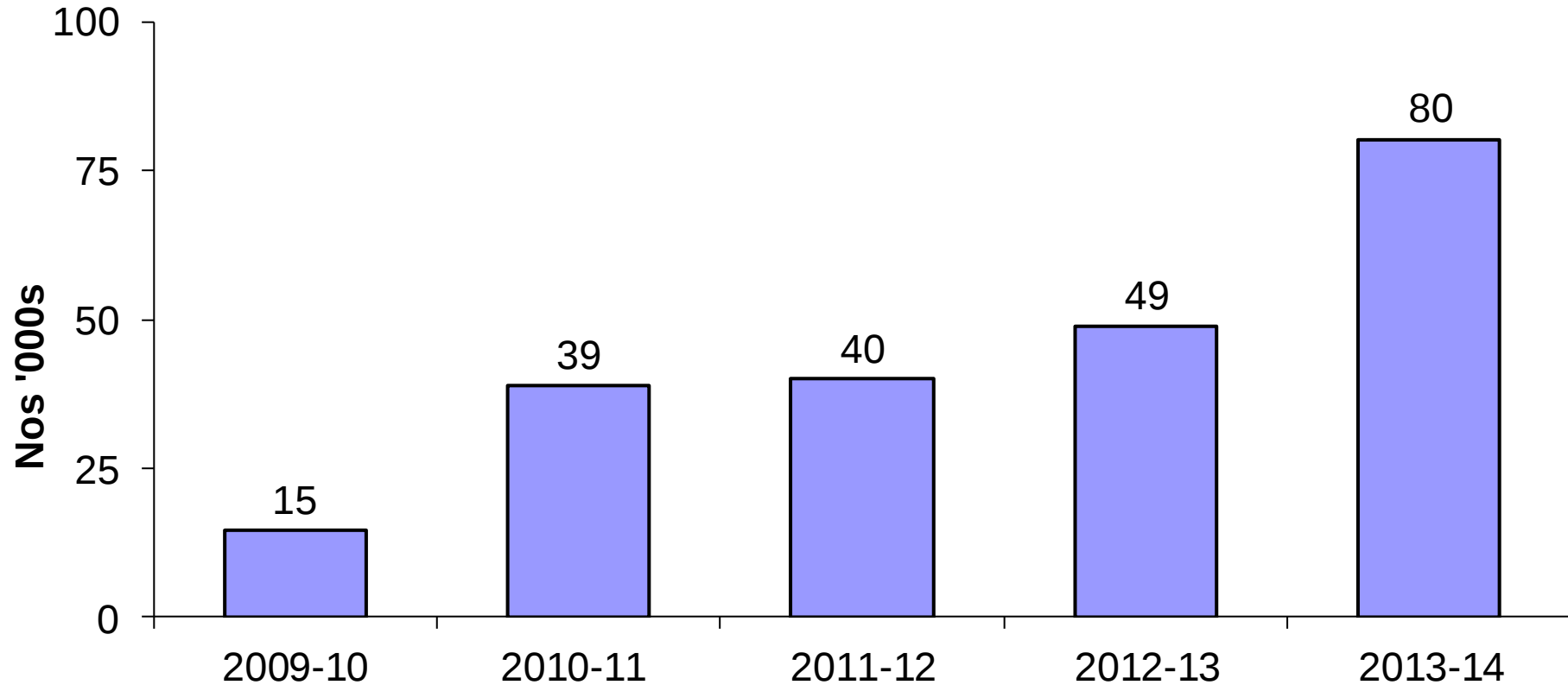
Total sales numbers 2013-14 : 1993



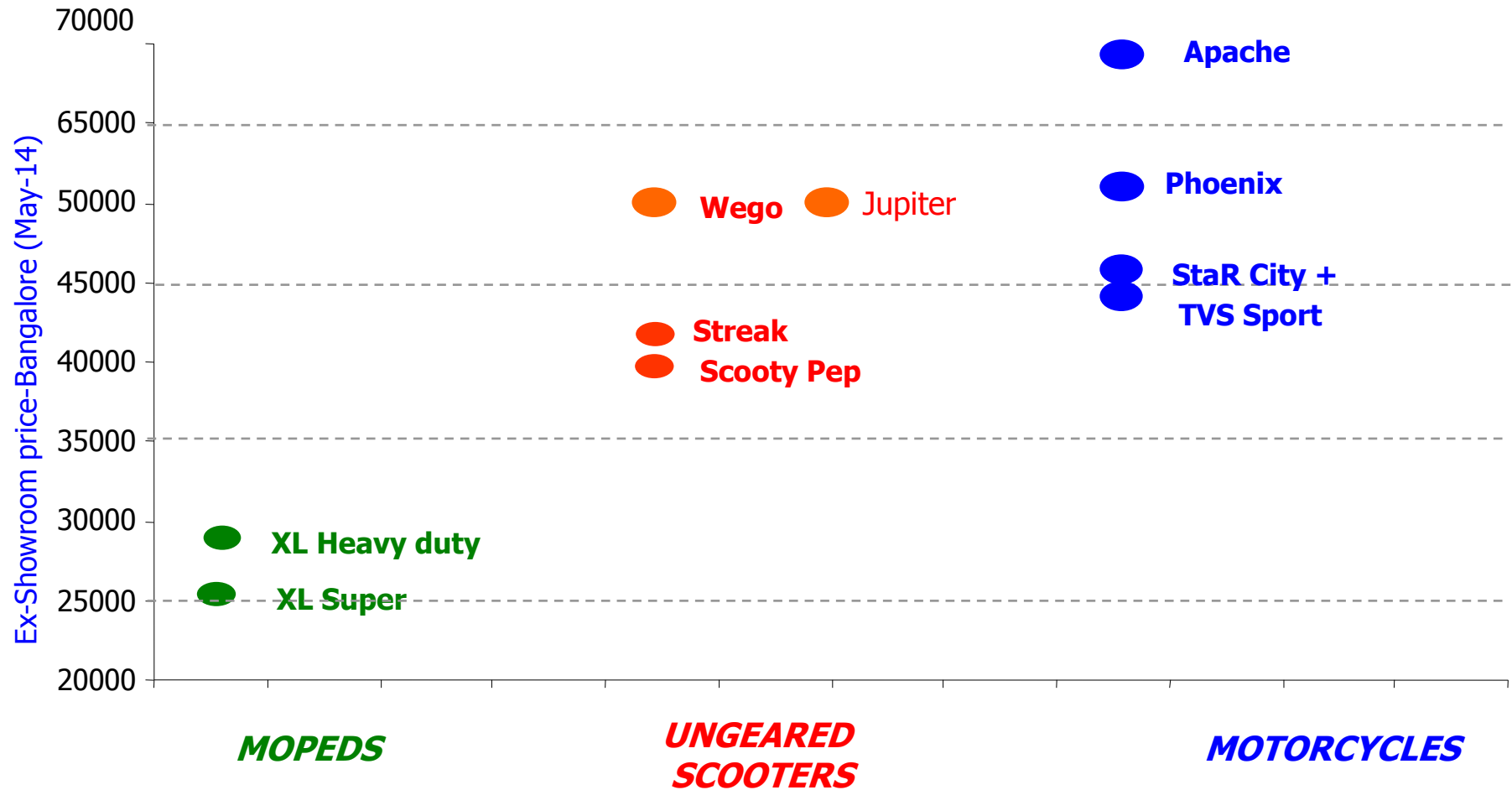
TVSM Total Export Sales



TVSM 3W Sales



Offering a Comprehensive Product Range



A complete portfolio with product at every price point

Motorcycles – Premium, Executive, Economy



Apache

- Unleashing the Racing DNA to build the Ultimate Roadster. TVS Apache derives heavily from the Racing Expertise; building the thrill of racing into the performance biking segment. With over 10 Product of the Year and Design of the Year awards, TVS Apache is one of the most recognized Performance Bikes in the country



Phoenix 125

- Introducing premium features including Fully Digital Speedometer, Hazard lights and world class suspension into the executive segment, TVS Phoenix is carving out a niche for itself amongst upgraders.



StaR City+

- Combining Style and all new EcoThrust Engine with best-in-class mileage along with unique high end features such as Multi Function Digital Display and an all new stylish headlamp, TVS StaR City+ offers a unique proposition of STYLE WITH SUBSTANCE.



Sport

- The ULTIMATE mileage motorcycle with ground breaking 87kmpl, Sport has carved out a niche for itself, combining economy and self-expression for the discerning young customer who wants more even at entry level pricing.

TVS-M Scooters

Jupiter

A scooter designed for male self employed segment. TVS Jupiter, with loads of practical features and best in class mileage of 62 kmpl has made it's presence felt strongly in the Scooter category post launch on Sep'13. After winning 6 awards in Scooter category for the year, this brand is all set to become a mega brand for TVS.



WEGO

Wego, a dual usage scooter is targeted for young urban couples. This scooter is loaded with features which include fully digital speedometer, body balance, 12" alloy wheels, telescopic suspension and best in class mileage of 62 kmpl. This sleek, all metal bodied scooter strikes a perfect balance between stability and maneuverability, power and mileage.

Scooty Pep+

The Iconic Scooty brand which pioneered the Auto-gear Scooter revolution in India, continues to play a dominant role in the first-time female buyer segment of the scooter category. Apart from pioneering many first-of-its-kind innovations, Scooty Pep+ is also India's most fuel efficient Scooter with a mileage of 65 kmpl.



Scooty Streak

The young independent working woman inspired the edgier "TVS Streak". The all black ensemble that the Scooters don truly reflects the coming of age of the Indian working woman and her ability to excel in all walks of life. Scooty Streak is also India's most fuel efficient Scooter with a mileage of 65 kmpl.



TVS XL HD

- TVS Mopeds revolutionized mobility in the early 80s empowering a segment of India that was hitherto unserved. These models empower the entry level Two Wheeler user to enhance his efficiency and drive economic prosperity.

Three Wheelers – 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 80k for 2013-14.
- ❑ Building significant traction in international markets



Strong Research & Development – Infrastructure and Intellectual Property

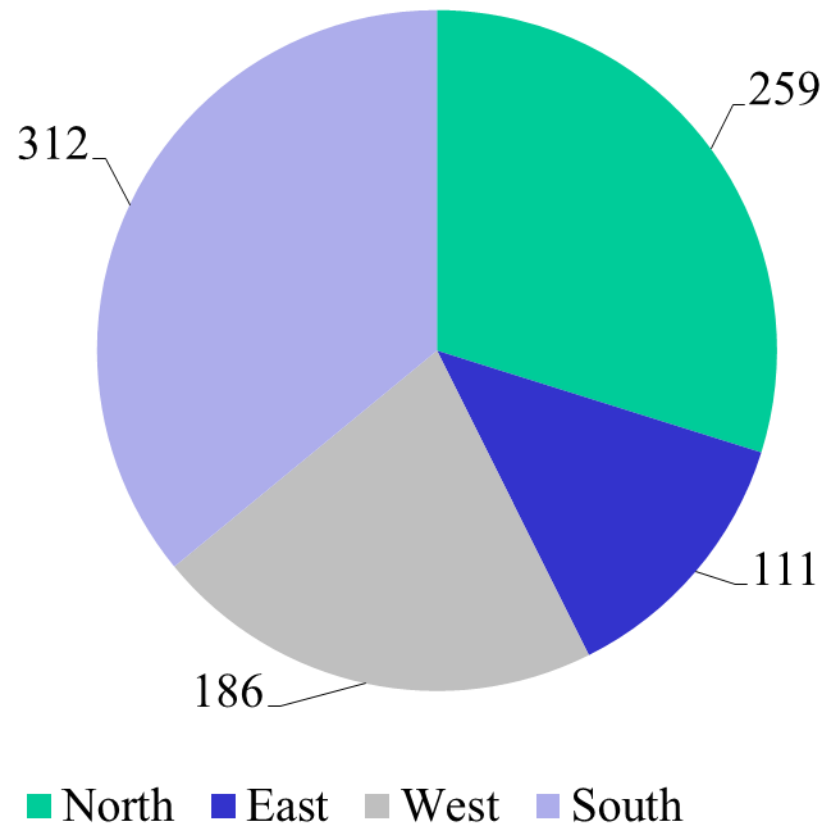
- **World class facility employing over 500 engineers**
- **Partnership with leading international research institutes**
- **World Class products setting the benchmark in their category**

R&D Spends	2009-10	2010-11	2011-12	2012-13	2013-14
Rs Mn	836	999	1204	1272	1318
% of Sales	1.9	1.6	1.7	1.8	1.6

One of the widest distribution networks in Two Wheeler industry

Number of Dealers 868

Mar 2014



TVS Motor's Standalone performance 2013-14

Rs Cr

Particulars	Actual
2W Sales Nos (000's)	1,993
3W Sales Nos (000's)	80
Total Revenue	7,992
EBIDTA	532
Depreciation	132
Amortisation	24
Interest	25
PBT before exceptional & Extraordinary item	351
Exceptional & Extraordinary Item	1
PBT after exceptional & Extraordinary Item	352
Provision for Tax	90
Profit After Tax	262



Rs Cr

Details	31st Mar 14 Actual
External Borrowing	135
Sales Tax deferral loans	392
Gross Borrowing	527
Less: Cash/Short-term treasury investments	(83)
Net Borrowing	444
Net Worth	1415
Gearing Ratio	0.31



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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