

TVS Motor Company – Company Profile

Founded in 1979, TVS Motor Company, the USD 1.5 billion, flagship company of the 100 year old, USD 7 billion, TVS Group, is one of India's leading two-wheeler manufacturers and among the top seven in the world. The company has the widest range of products in the Indian two and three wheeler industry with exports to more than 60 countries worldwide.

Driven by technology and innovation at the helm, TVS Motor Company boasts of a rich talent pool of more than 7000 personnel who constantly emphasize the company's commitment to ensure best practices in state-of-the-art manufacturing facilities at Hosur in Tamilnadu, Mysore in Karnataka, Nalagarh in Himachal Pradesh and Karawang in Indonesia.

Mr.Venu Srinivasan, the Chairman of TVS Motor Company has led by example, winning many laurels including the prestigious "Padma Shri" award. "Order of Diplomatic Service Merit" medal from Korean President, The JRD Tata Corporate, The Star of Asia award by Business Week, The Jamsheji TATA Lifetime Quality Achievement Award and Emerging Corporate Giant - Times & Harvard Business School Association are other high-profile awards bestowed on him, on behalf of the company. He was also awarded the coveted Ishikawa-Kano Award presented by Asian Network for Quality. Among the latest honours conferred on him was an honorary doctor of science degree by Purdue University, USA.

The company's penchant for quality resulted in it becoming the first two-wheeler manufacturer to win the coveted Deming Award in 2002. It was the first Indian company to deploy a catalytic converter in a 100 cc motorcycle and the first to indigenously produce a four stroke 150cc motorcycle. In 2006, the company's TVS Apache became the first Indian motorcycle to consecutively win six prestigious awards in a row. In 2007, TVS became the first Indian automobile manufacturer to roll out as many as seven new products on a single day, a testimony to its manufacturing prowess. In 2012, TVS Motor Company was declared as 'India's most trusted Two Wheeler Brand' by the Brand Equity Most Trusted Brand Survey and in 2014 TVS Jupiter became the most awarded scooter in India, winning six 'Scooter of the Year' awards from leading publication houses in the country.

In 2015, TVS Motor Company emerged as the most awarded two wheeler manufacturer of the year having received 'Two wheeler manufacturer of the Year', 'Motorcycle of the Year upto 110 cc' : TVS StaR City+ and 'Two Wheeler Commercial of the Year': TVS Sport at the NDTV Car and Bike awards 2015, 'Motorcycle of the Year Upto 110cc' : TVS StaR City+ at the Car India Bike India Awards 2015 and 'Scooter of the Year' : TVS Scooty Zest at the Bloomberg Autocar India Awards 2015, ET Zigwheels Awards 2014 and CNBC Overdrive Awards 2015. In the inaugural edition of JD Power India

Two-wheeler IQS 2015, TVS brands featured in the top three, across segments. While TVS Wego and TVS Jupiter claimed top spots, TVS Sport, TVS Star City+ featured in the top three in economy motorcycles and TVS Apache RTR 160 and 180 in the top three in premium category.

TVS Motor Company's customer inspired engineering approach, has enabled it to introduce the widest product range that caters to all segments of the two and three wheeler industry in India. Total customer satisfaction is achieved through excellence in quality that stems from the company's management philosophy which is based on the five pillars of TQM (Total Quality Management). Quality awareness therefore percolates through the entire organisation from new product development to after sales services.

Products

TVS Motor Company's products straddle all industry segments with TVS Sport and TVS StaR City+ in the economy segment, TVS Phoenix 125 in the executive segment and TVS Apache series RTR in the performance segment. The company also manufactures TVS Max4R, a product dedicated to rural commuters. The scooter segment of the company comprises of TVS Scooty Pep+, TVS Scooty Streak, TVS WEGO, TVS Jupiter and TVS Scooty Zest while TVS XL Super and Heavy Duty comprise the mopeds segment. The company's three-wheeler TVS King is India's first 200 cc auto rickshaw with electric start and elegant styling, available in Petrol, LPG, CNG and Diesel versions.

Distribution

Today TVS Motor functions through a strong nationwide network of more than 3500 touch points including dealers, authorised service centres and other certified points across all the states in India.

Global Presence

TVS Motor Company's wholly owned subsidiary - PT TVS Motor Company Indonesia, manufactures TVS Neo, TVS Rockz & TVS Tormax - the new generation of bebek, to cater to ASEAN markets. The motorcycle portfolio of PT TVS Motor, Indonesia includes TVS Apache RTR 160, TVS Apache RTR 180 and TVS Apache RTR 180 ABS. The company recently introduced TVS Dazz, its first offering in the automatic skubek space.

Currently TVS Motor Company has international presence in more than 60 countries in Asian, African and Latin American Continents.

BEYOND BUSINESS – SRINIVASAN SERVICES TRUST

Srinivasan Services Trust (SST), the social arm of Sundaram-Clayton Limited and TVS Motor Company for charitable purposes was established in 1996 and has been promoting holistic and sustainable development of rural communities in TN, Karnataka, Maharashtra and Himachal Pradesh

Since inception, SST has been actively engaging in community development work in order to enhance the socio-economic status of the people through a multi-sector approach of strengthening the education system, providing access to better economic improvement, water and irrigation facilities, improving health services and sanitation facilities, developing community infrastructure and creating a clean and green environment. The work of SST has changed the lives of people in more than 1200 Villages across Tamil Nadu, Karnataka, Maharashtra and Himachal Pradesh.

SST has won several awards in recognition of its achievements in the field of rural development and nation building, the most recent being the prestigious Times Of India Social Impact Award on Advocacy & Empowerment in Corporate category in 2013.

Future Outlook

With technology and innovation as its key drivers, TVS Motor has invested significantly in research and development and is committed to bringing out new generation products which would redefine segments, while consolidating and strengthening the existing position of TVS Motor Company in the two and three wheeler segments, worldwide.

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