

## TVS Motor Company rolls out One Millionth Scooty Pep

India's third largest two wheeler manufacturer TVS Motor Company, crossed another milestone in its history when it rolled out its one millionth TVS Scooty Pep from its Mysore plant. The first TVS Scooty, a light and easy 60cc two-stroke scooterette was rolled out in November 1993 and crossed its million mark in the year 2004. Since inception, the brand has since been a classic case study for continuous refinement and consumer relevant product innovation.

TVS launched the Scooty Pep, a 75cc scooterette in 2002 and followed it up with a feature loaded Pep+ in 2005. The brand has won universal acclaim, including "Business World Design of the Year" in 2004. JD Power N TNS have ranked the Scooty the highest in customer satisfaction.

Terming the occasion as a historic one not only for TVS but also but also for Indian women in general, the company's General Manager Marketing S Srinivas said, "Right from the beginning, our vision for TVS Scooty brand has been to empower women and endow them with independence and self-sufficiency. In fact, this has even catalysed the transformation of the Indian manufacturing landscape and touched the lives of millions of Indian women. The Scooty brand has had a steady stream of product innovations that has kept the brand on a consistent growth path in its fifteen-year history. The engine has grown from the lithe 60cc 2-stroke to the 4-stroke 90cc, engine. With its category defining positioning "Its not a scooter, it's a Scooty!". Scooty is today a generic name for the category."

Since the roll out of it's first TVS Scooty, a product dedicated entirely to women, the brand has been known for its futuristic styling and remains the most exciting two wheeler brand for young girls. In fact, it became the first brand in the world to offer customers a choice of 99 colours. Each color in its repertoire allows consumers to express their unique style and personality. They can choose their preferred colour from a range of vibrant solids, glossy metallics and premium dual-tone pearl finish.

TVS Motor Company, through the Scooty brand has conceptualized and executed several novel programs that are focused wholly women centric. "Our Women-On-Wheels Program that is being executed in 90 cities across the country wherein a 400 strong specially trained field-force, attached to the company dealerships, conduct road safety seminars cum workshops and a unique 6 day familiarisation program on how to ride a Scooty. This is complemented with distribution of educational material on road safety. The launch of the electric Scooty earlier this year was another step to providing teenagers an opportunity to be self-reliant and look at life from a whole new perspective. This product is again the result of committed and consistent innovation of the TVS Scooty brand" Srinivas added.

In 2008, Brand Equity voted Scooty as the 3rd most trusted automotove brand in India. Today the Scooty portfolio includes the entry level Scooty TeenZ, and TeenZ Electric apart from the Pep+.

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