TVS:-

TVS was established by T. V. Sundaram Iyengar. He was born in 1877 in Thirukkurungudi in the Tirunelveli district of Madras Presidency, British India. He began with Madurai's first bus service in 1911 and founded T.V.Sundaram Iyengar and Sons Limited, a company in the transportation business with a large fleet of trucks and buses under the name of Southern Roadways Limited.   
  
When he died in 1955, his sons took the company ahead with several forays in the automobile sector, including finance, insurance, and manufacture of two-wheelers, tyres and components.  
The south Indian company set up a plant at Hosur in 1978, to manufacture mopeds as part of their new division. In 1980, TVS 50, India's first two-seater moped rolled out of the factory at Hosur in Tamil Nadu.  
  
Soon after, TVS and Suzuki tied up to have a 19-year-long relationship which was aimed at technology transfer, to enable design and manufacture of two-wheelers specifically for the Indian market. Renamed TVS-Suzuki, the company brought out several models such as the Suzuki Samurai, Suzuki Shogun and Suzuki Fiero. In 2001, after separating ways with Suzuki, the company was renamed TVS Motor.  
  
In early 2015, TVS Racing became the first Indian factory team to take part in the Dakar rally, which is one of the longest and most dangerous rallies in the world. TVS Racing partnered with French motorcycle manufacturer Sherco for the Dakar rally, and named the team Sherco TVS Rally Factory Team.  
  
The company has four manufacturing plants - three located in India (Hosur, Tamil Nadu; Mysore, Karnataka and Nalagarh, Himachal Pradesh) and one in Indonesia (Karawang).

**TVS Motor Company**is a multinational motorcycle company headquartered at [Chennai](https://en.wikipedia.org/wiki/Chennai), [India](https://en.wikipedia.org/wiki/India). It is the third largest motorcycle company in India with a revenue of over ₹15,000,000 crore (US$2.1 trillion) in 2017-18. The company has an annual sales of 3 million units and an annual capacity of over 4 million vehicles. TVS Motor Company is also the 2nd largest exporter in India with exports to over 60 Countries.

TVS Motor Company Ltd (TVS Motor), a member of the TVS Group, is the largest company of the group in terms of size and turnover.



**Contents**

* [1History](https://en.wikipedia.org/wiki/TVS_Motor_Company#History)
* [2Characteristics of TVS Motor](https://en.wikipedia.org/wiki/TVS_Motor_Company#Characteristics_of_TVS_Motor)
* [3Awards](https://en.wikipedia.org/wiki/TVS_Motor_Company#Awards)
* [4References](https://en.wikipedia.org/wiki/TVS_Motor_Company#References)
* [5External links](https://en.wikipedia.org/wiki/TVS_Motor_Company#External_links)

History[[edit](https://en.wikipedia.org/w/index.php?title=TVS_Motor_Company&action=edit&section=1" \o "Edit section: History)]

TVS was established by **[Thirukkurungudi Sundaram Iyengar](https://en.wikipedia.org/wiki/TV_Sundaram_Iyengar" \o "TV Sundaram Iyengar)**. He began with Delhi's first bus service in 1911 and founded T.V. Sundaram Iyengar and Sons Limited, a company in the transportation business with a large fleet of trucks and buses under the name of Southern Roadways Limited. When he died in 1955, his sons took the company ahead with several forays in the automobile sector, including finance, insurance, two-wheelers/ three wheelers, tyres and components, housing, aviation, logistics etc. The group has operated 97 companies that account for a combined turnover of nearly US$6 billion.

**Early history**

Sundaram Clayton was founded in 1962 in collaboration with Clayton Dewandre Holdings, United Kingdom. It manufactured brakes, exhausts, compressors and various other automotive parts. The company set up a plant at [Hosur](https://en.wikipedia.org/wiki/Hosur" \o "Hosur) in 1978, to manufacture [mopeds](https://en.wikipedia.org/wiki/Moped) as part of their new division. In 1980, TVS 50, India's first two-seater moped rolled out of the factory at Hosur in Tamil Nadu, Southern India. A technical collaboration with the Japanese auto giant Suzuki Ltd. resulted in the joint-venture between Sundaram Clayton Ltd and Suzuki Motor Corporation, in 1982. Commercial production of motorcycles began in 1984.[[2]](https://en.wikipedia.org/wiki/TVS_Motor_Company#cite_note-2)

**Suzuki relationship**

TVS and Suzuki shared a 19-year-long relationship that was aimed at technology transfer for design and manufacture of two-wheelers specifically for the Indian market. Re-christened TVS-Suzuki, the company brought out several models such as the Suzuki Supra, Suzuki Samurai, Suzuki Shogun and Suzuki Shaolin. In 2001, after separating ways with Suzuki, the company was renamed TVS Motor, relinquishing its rights to use the Suzuki name. There was also a 30-month [moratorium](https://en.wikipedia.org/wiki/Moratorium_(law)) period during which Suzuki promised not to enter the Indian market with competing two-wheelers.[[3]](https://en.wikipedia.org/wiki/TVS_Motor_Company#cite_note-3)

**Recent**

[](https://en.wikipedia.org/wiki/File:Apacherr310c.jpg)

[TVS Apache RR 310](https://en.wikipedia.org/wiki/TVS_Apache_RR_310) is their latest 310cc motorcycle

[](https://en.wikipedia.org/wiki/File:TVS_Scooty_Streak.jpg)

TVS Scooty Streak - one of the discontinued scooter of [Scooty](https://en.wikipedia.org/wiki/TVS_Scooty" \o "TVS Scooty) series

[](https://en.wikipedia.org/wiki/File:TVS_tuktuk_in_Chennai.jpg)

TVS also competes in the [3 Wheeler](https://en.wikipedia.org/wiki/Three-wheeler) segment

Recent Launches include the flagship model [TVS Apache RR 310](https://en.wikipedia.org/wiki/TVS_Apache_RR_310), the TVS Apache RTR 200, TVS Victor and TVS XL 100. TVS has recently won 4 top awards at J.D. Power Asia Pacific Awards 2016, 3 top awards at J.D. Power Asia Pacific Awards 2015 & Two-Wheeler Manufacturer of the Year at NDTV Car & Bike Awards (2014–15)

In early 2015, TVS Racing became the first Indian factory team to take part in the [Dakar Rally](https://en.wikipedia.org/wiki/Dakar_Rally), the world's longest and most dangerous rally. TVS Racing partnered with French motorcycle manufacturer [Sherco](https://en.wikipedia.org/wiki/Sherco" \o "Sherco) , and named the team Sherco TVS Rally Factory Team. TVS Racing also won the Raid de Himalaya and the FOX Hill Super Cross held at Sri Lanka. In three decades of its racing history, TVS Racing has won over 90% of the races it participates in.

In 2016 TVS started manufacturing the [BMW G310R](https://en.wikipedia.org/wiki/BMW_G310R), a model co-developed with [BMW Motorrad](https://en.wikipedia.org/wiki/BMW_Motorrad) after their strategic partnership in April 2013. In December 2018, the Hosur plant where the motorcycle is manufactured rolled out its 50,000th G310R series unit.[[4]](https://en.wikipedia.org/wiki/TVS_Motor_Company#cite_note-4)

On 6 December 2017, TVS launched their most-awaited motorcycle, the Apache RR 310 in an event at Chennai. The 310cc motorcycle with an engine which was co-developed with BMW features first ever full fairing on a TVS bike, dual-channel ABS, EFI, KYB suspension kits, etc. It is expected to rival bikes like KTM RC 390, Kawasaki Ninja 250SL, Bajaj Pulsar and Dominar and Honda CBR 250R after hitting the market. The Apache RR 310 is designed and realised entirely in India.[[5]](https://en.wikipedia.org/wiki/TVS_Motor_Company#cite_note-5)

Characteristics of TVS Motor[[edit](https://en.wikipedia.org/w/index.php?title=TVS_Motor_Company&action=edit&section=2" \o "Edit section: Characteristics of TVS Motor)]

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. The list of firsts from the firm include: India’s first 2-seater moped – TVS 50, India’s first indigenous scooterette - [TVS Scooty](https://en.wikipedia.org/wiki/TVS_Scooty), India’s first Digital Ignition - TVS Champ, India’s first fully indigenous motorcycle - Victor, First Indian company to launch ABS in a motorcycle - [Apache RTR Series](https://en.wikipedia.org/wiki/TVS_Apache), The first scooter with Body-Balance Technology – [TVS Wego](https://en.wikipedia.org/wiki/TVS_Wego),The clutchless motorcycle=Jive, Indonesia’s first dual-tone exhaust noise technology – Tormax and India's first oil-cooled chamber construct with Ram-Air assist- TVS Apache RTR 200 4V. And a recent launch - India's first connected scooter [TVS NTORQ](https://en.wikipedia.org/wiki/TVS_Ntorq_125) which claims to be India's first Bluetooth Connected Scooter with features like Call Assistance, Navigation etc.

Awards[[edit](https://en.wikipedia.org/w/index.php?title=TVS_Motor_Company&action=edit&section=3)]

TVS Motor won the prestigious [Deming Application Prize](https://en.wikipedia.org/wiki/Deming_Prize) in 2002.[[6]](https://en.wikipedia.org/wiki/TVS_Motor_Company#cite_note-6)

In the same year, the work done for the TVS Victor motorcycle won TVS Motor the National Award for successful commercialization of indigenous technology from the Technology Development Board, [Ministry of Science & Technology](https://en.wikipedia.org/wiki/Ministry_of_Science_and_Technology_(India)), [Government of India](https://en.wikipedia.org/wiki/Government_of_India).[[7]](https://en.wikipedia.org/wiki/TVS_Motor_Company#cite_note-7) In 2004, TVS Scooty Pep won the 'Outstanding Design Excellence Award' from *[BusinessWorld](https://en.wikipedia.org/wiki/BusinessWorld" \o "BusinessWorld)* magazine and the [National Institute of Design](https://en.wikipedia.org/wiki/National_Institute_of_Design), [Ahmedabad](https://en.wikipedia.org/wiki/Ahmedabad).

The effective implementation of [Total Productivity Maintenance](https://en.wikipedia.org/wiki/Total_productive_maintenance) practices won TVS Motor the TPM Excellence Award given by the Japan Institute of Plant Maintenance in 2008.

The company's chairman, [Venu Srinivasan](https://en.wikipedia.org/wiki/Venu_Srinivasan" \o "Venu Srinivasan), was conferred with an honorary [Doctorate of Science](https://en.wikipedia.org/wiki/Doctor_of_Science) degree by The [University of Warwick](https://en.wikipedia.org/wiki/University_of_Warwick), [United Kingdom](https://en.wikipedia.org/wiki/United_Kingdom) in 2004,[[8]](https://en.wikipedia.org/wiki/TVS_Motor_Company#cite_note-8) while the Government of India honoured him with [Padma Shri](https://en.wikipedia.org/wiki/Padma_Shri), one of India's highest civilian distinctions in 2010.[[9]](https://en.wikipedia.org/wiki/TVS_Motor_Company#cite_note-9)

Innovative implementation of [Information Technology](https://en.wikipedia.org/wiki/Information_Technology) has won TVS Motor the Ace Award for Most Innovative [NetWeaver](https://en.wikipedia.org/wiki/SAP_NetWeaver" \o "SAP NetWeaver) Implementation in 2007, awarded by technology major [SAP AG](https://en.wikipedia.org/wiki/SAP_AG) and the Team Tech 2007 Award of Excellence for Integrated use of [Computer-aided engineering](https://en.wikipedia.org/wiki/Computer-aided_engineering) Technologies.

[Himalayan Highs](https://en.wikipedia.org/wiki/Himalayan_Highs), an initiative launched by TVS Motor Company has been included in the India Book of Records when Anam Hashim became the first woman on a 110 cc scooter to complete the trip to Khardung La, the world’s highest motorable stretch.