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TVS Star Crosses 3 Million Sales



TVS Motor has crossed the 3 million sales mark of Star motorcycles. The TVS Star was launched in 2004 and is the first motorcycle in India to come with a five year warranty. It also featured electric start as standard, which was again a segment first.

"TVS Star was introduced as part of the company's customer centric approach. We have always made concerted efforts to incorporate maximum customer expectations while introducing technology superiority. The brand philosophy of being a complete value for money product has been well accepted by our customers. Constant upgrades with new features, styling and refreshing graphics at regular intervals has helped us achieve this milestone," H S Goindi, President Marketing, TVS Motor said.

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