

24th October 2024

BSE Limited,
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai 400 001
Scrip code: 532343

National Stock Exchange of India Limited,
Exchange Plaza, 5th Floor,
Bandra-Kurla Complex,
Bandra (E), Mumbai 400 051
Scrip code: TVSMOTOR

Dear Sir / Madam,

Reg : Press Release – "Introducing the TVS Raider with iGO - The Fastest 125cc Motorcycle in the Segment, with a First-In-Class "Boost Mode"

We enclose a Press Release regarding "**Introducing the TVS Raider with iGO - The Fastest 125cc Motorcycle in the Segment, with a First-In-Class "Boost Mode"**", for dissemination.

Date and time of occurrence of event: October 24, 2024 at 10:00 A.M.

Thanking you,

Yours truly,
For TVS MOTOR COMPANY LIMITED

K S Srinivasan
Company Secretary
Encl.:a/a

Introducing the TVS Raider with iGO - The Fastest 125cc Motorcycle in the Segment, with a First-In-Class “Boost Mode”

TVS Raider Celebrates 1 Million Sales Milestone with Launch of New Variant

Bengaluru, October 24, 2024: TVS Motor Company (TVSM), a leading global automaker that operates in the two and three-wheeler segments, today announced launch of a new variant the TVS Raider iGO to celebrate surpassing one million sales milestone for this brand. TVS Raider is the most awarded and tech loaded 125 cc motorcycle, that has redefined industry standards since its launch.

The newly launched TVS Raider boasts of the “boost mode”, a category first feature enabled by iGO Assist technology. To commemorate this milestone, the TVS Raider has launched the fastest 125 cc motorcycle in the segment, further exemplifying its commitment to cutting-edge technology. The variant features a stunning new Nardo Grey colour complemented by red alloys, along with an upgraded reverse LCD Connected cluster packed with over 85 connected features. This combination enhances the motorcycle’s sporty and premium appeal, ensuring exciting , safe and connected ride.

The TVS Raider equipped with iGO Assist delivers the class leading torque of 11.75Nm@6000rpm. The iGO assist also enables rider with an acceleration from 0 to 60 km/h in just 5.8 seconds with its first-in-segment feature, the boost mode. In addition there is a 10% improvement in fuel efficiency, thus providing an unparalleled and thrilling riding experience like never before!

Speaking of the new launch, **Aniruddha Haldar**, *Senior Vice President - Head Commuter Business and Head Corporate Brand & Media, TVS Motor Company*, said, *"TVS Raider just got even more WICKED. The segment first **Boost** mode delivers additional 0.55 Nm of torque and 10% improvement in fuel efficiency. Our GenZ riders care most about the acceleration and mileage and the new TVS Raider delivers on both. Also the snazzy Nardo grey colour, paired with red alloys will continue to set apart the style quotient of our riders. It's this unrelenting focus on delighting our riders that has ensured that the TVS Raider has already surpassed a 1 Million count in the shortest period. This kind of brand love is humbling and energizing."*

Key Features

- Fastest 125 cc in segment
- Advanced iGO assist with 0.55 Nm Additional Torque
- Best-in-Class Torque
- Segment first Boost mode
- Best-In-Class Acceleration
- Multiple Ride Mode
- New premium Nardo grey
- Sporty Red alloys
- Reverse LCD Cluster TVS SmartXonnect™ Platform
- Bluetooth Connectivity
- Voice Assist
- Turn By Turn Navigation
- Call Handling
- Notification management

Staying true to its design philosophy, the TVS Raider maintains its muscular street appeal while incorporating cutting-edge technology. The new variant comes equipped with TVS SmartXonnect™ technology, featuring a revamped reverse LCD Cluster with 85+ Bluetooth connected features like voice assist, and turn-by-turn navigation. With

PRESS RELEASE



features like ride reports and multiple riding modes, the TVS Raider ensures an enhanced and engaging riding experience for the modern GenZ riders.

TVS Raider is coupled to an advanced 124.8 cc air & oil-cooled 3V engine, and it churns a maximum power of 8.37kW@7500 rpm with segment first multiple ride modes. The dynamic comfort and handling can be attributed to the gas-charged **5-step adjustable mono-shock suspension, low friction** front suspension and split seat, 5-speed gearbox and **17” alloy wheels**. The ergonomics of the TVS Raider is developed with supreme focus on the comfort with its wide split seats and convenience of the rider.

The new TVS Raider iGO comes at a price of Rs 98,389 (Ex-showroom Delhi).

About TVS Motor Company

TVS Motor Company (BSE:532343 and NSE: TVSMOTOR) is a reputed two and three-wheeler manufacturer globally, championing progress through sustainable mobility with four state-of-the-art manufacturing facilities located in India and Indonesia. Rooted in our 100-year legacy of trust, value, and passion for customers, it takes pride in making internationally accepted products of the highest quality through innovative and sustainable processes. TVS Motor is the only two-wheeler company to have won the prestigious Deming Prize. Our products lead in their respective categories in the J.D. Power IQS and APEAL surveys. We have been ranked No. 1 Company in /the J.D. Power Customer Service Satisfaction Survey for four consecutive years. Our group company Norton Motorcycles, based in the United Kingdom, is one of the most emotive motorcycle brands in the world. Our subsidiaries in the personal e-mobility space, Swiss E-Mobility Group (SEMG) and EGO Movement have a leading position in the e-bike market in Switzerland. TVS Motor Company endeavours to deliver the most superior customer experience across 80 countries in which we operate. Additional details and updates are available on www.tvsmotor.com.

For more information, please contact:

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