

24th September 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 – "TVS MOTOR COMPANY UNVEILS FESTIVE EDITION OF
TVS RONIN WITH A STRIKING NEW COLOUR VARIANT"**

We enclose a Press Release regarding **"TVS MOTOR COMPANY UNVEILS FESTIVE
EDITION OF TVS RONIN WITH A STRIKING NEW COLOUR VARIANT"**, for
dissemination.

Date and time of occurrence of event: September 24, 2024 at 2:39 P.M.

Thanking you,

Yours truly,

For TVS MOTOR COMPANY LIMITED

K S Srinivasan
Company Secretary

Encl.:a/a

TVS MOTOR COMPANY UNVEILS FESTIVE EDITION OF TVS RONIN WITH A STRIKING NEW COLOUR VARIANT

- *The top variant of TVS RONIN now comes in an exclusive Midnight Blue with vibrant fluorescent green graphics.*
- *Special pricing for the base variant – adds to the excitement of the season.*

Bangalore, September 24, 2024: TVS Motor Company, a leading global automaker operating in the two and three-wheeler segments, is adding to the sparkle of the festive season with an exciting new addition to its popular **TVS RONIN** series. Known for its 'modern-retro' appeal, the motorcycle will now feature a striking **Midnight Blue** colour scheme with vibrant **fluorescent green colour graphics**, available exclusively on the top variant. This bold new look enhances the motorcycle's modern-retro appeal and stylish character.

As part of the festivities, TVS RONIN is also introducing a special pricing for its base variant. The range will now start at **INR 1,35,000** (ex-showroom New Delhi).

Speaking on the occasion, **Vimal Sumbly, Head of Business – Premium, TVS Motor Company**, said, *"TVS RONIN has set benchmarks with its modern-retro design and advanced features. Our #Unscripted mantra inspired riders to explore new horizons, embrace limitless adventures, and create their own stories. While this festive edition adds excitement to the range, our special pricing for the base variant makes the motorcycle more accessible for customers who seek the unique design, cutting edge technology and connected features of the TVS RONIN."*

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:

KS Harini: KS.Harini@tvsmotor.com

Mayuri Sil: Mayuri.sil@tvsmotor.com

