

12th July, 2019

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

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

Dear Sir,

**Reg : Press Release - TVS Motor Company launches India's first
Ethanol based motorcycle - TVS Apache RTR 200 Fi E100**

We enclose a Press Release regarding "TVS Motor Company launches India's first
Ethanol based motorcycle – TVS Apache RTR 200 Fi E100", for dissemination.

Thanking you,

Yours truly,
For TVS MOTOR COMPANY LIMITED


K Srinivasan
Company Secretary

Encl : a/a

PRESS RELEASE



TVS Motor Company launches India's first Ethanol based motorcycle – TVS Apache RTR 200 Fi E100

Launched by Shri. Nitin Jairam Gadkari, Hon'ble Minister for Road Transport and Highways of India & Micro, Small and Medium Enterprises as part of the green initiative

New Delhi, 12th July 2019: TVS Motor Company, a reputed manufacturer of two-wheelers and three-wheelers in the world today created a benchmark in the industry by launching India's first Ethanol based motorcycle – **TVS Apache RTR 200 Fi E100**. The motorcycle was launched by **Shri. Nitin Jairam Gadkari, Hon'ble Minister for Road Transport and Highways of India & Micro, Small and Medium Enterprises, Shri. Amitabh Kant, CEO of NITI Aayog, and Shri. Venu Srinivasan, Chairman, TVS Motor Company.**

TVS Motor Company first showcased the TVS Apache RTR 200 4V Ethanol concept in Auto Expo 2018 held in Delhi. TVS Apache is the flagship brand of TVS Motor Company with over 3.5 million happy customers across the globe.

Commenting on this launch, **Shri. Venu Srinivasan, Chairman, TVS Motor Company**, said, *"We are delighted to launch the TVS Apache RTR 200 Fi E100 in the presence of Hon'ble Minister for Road Transport & Highways of India; & Micro, Small and Medium Enterprises Shri. Nitin Jairam Gadkari who has created a roadmap for the implementation of future mobility in the country."*

Shri. Srinivasan further added, *"Today, the two-wheeler industry is looking at green and sustainable future mobility solutions spanning across electric, hybrid and alternate fuels. TVS Motor Company believes that Ethanol-based products are an important option for our customers. This is due to the easy compatibility in transition to Ethanol and its sustained positive impact on the environment without compromising on performance and total cost of ownership. TVS Apache RTR 200 Fi E100 is a breakthrough in the two-wheeler space that will set the trend for a green future in India."*

Ethanol is domestically produced from renewable plant sources. It is non-toxic, biodegradable, as well as safe to handle, store and transport. An oxygenated fuel that contains 35% oxygen, Ethanol reduces nitrogen oxide emissions from combustion. Apart from this, Ethanol also helps reduce carbon monoxide emissions, particulate matter and sulphur-di-oxide. Use of Ethanol as a fuel will also reduce dependence on the import of petroleum and increase energy security.

PRESS RELEASE



The TVS Apache RTR 200 Fi E100 sports a vibrant interplay of green graphics seamlessly woven with the 'Ethanol' logo. It is equipped with a Twin-Spray-Twin-Port EFI technology. This ensures better drivability, faster throttle response and reduction in emission levels. It delivers better usable power under varied ambient conditions. This motorcycle boasts of an impressive peak power of 21 PS @ 8500 rpm with a torque of 18.1 Nm @ 7000 rpm and has an ascending top speed of 129 kmph.

Promising consistent performance coupled with a sustainable green solution, the TVS Apache RTR 200 Fi E100 is a winner for both the rider and the environment. This special edition would be available in Maharashtra, Uttar Pradesh, and Karnataka at an attractive price of Rs. 1,20,000.

About TVS Motor Company

TVS Motor Company is a reputed two and three-wheeler manufacturer and is the flagship company of the USD 8.5 billion TVS Group. We believe in Championing Progress through Mobility. Rooted in our 100-year legacy of Trust, Value, and Passion for Customers and Exactness, we take pride in making internationally aspirational products of the highest quality through innovative and sustainable processes. We endeavour to deliver the most superior customer experience at all our touch points across 60 countries. We are the only two-wheeler company to have received the prestigious Deming Prize. Our products lead in their respective categories in the JD Power IQS and APEAL surveys for the past four years. We have been ranked No. 1 Company in the JD Power Customer Service Satisfaction Survey for consecutive three years. For more information, please visit www.tvsmotor.com.

For further information, please contact

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TVS Apache

TVS

ETHANOL