

28th March, 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 updates TVS Apache RTR series with ABS

We enclose a Press Release regarding "TVS Motor Company updates TVS Apache RTR series with ABS", for dissemination.

Thanking you,

Yours truly,
For TVS MOTOR COMPANY LIMITED


K Srinivasan
Company Secretary

Endl : a/a

PRESS RELEASE



TVS Motor Company updates TVS Apache RTR series with ABS

TVS Apache RTR 160 2V (ABS) launched with new racing features

Hosur, March 28, 2019: TVS Motor Company, a reputed manufacturer of two-wheelers and three-wheelers in the world, today announced that the entire TVS Apache RTR series has been updated with ABS. The Super Moto ABS for Apache RTR 160 2V, Apache RTR 160 4V and Apache RTR 180 provides ultimate safety for the rider. The new generation ABS unit on the TVS Apache RTR series motorcycles has been developed with a special algorithm, extensively derived out of the racing track. This enables the rider to find the quickest line around the corner without losing any speed.

Apache RTR 200 4V Race Edition 2.0 continues to be available with Dual-Channel ABS and RLP (Rear wheel Lift-off Protection) control offering quick detection and recovery of the wheel lock achieving superior braking performance and optimal cornering control. With the implementation of ABS across the range, the TVS Apache RTR series becomes better equipped to manage late braking and offers razor-sharp control around the corners. The system provides ultimate braking control while allowing sharp feedback.

Commenting on this, **Mr. KN Radhakrishnan, Director & CEO, TVS Motor Company** said, *"Since inception; TVS Apache series have revolutionised performance biking by introducing cutting edge technology from their factory racing versions. In 2011, we were the 1st manufacturer to introduce twin channel ABS (Anti-lock Braking System) on Apache RTR 180, in the Indian two-wheeler industry. In line with this tradition, today, we are delighted to announce the inclusion of Super Moto ABS across RTR 160; RTR 160 4V and RTR 180 versions. This one of a kind racing tuned ABS technology that ensures maximum dynamic performance along with cutting edge*

TVS Motor Company Limited, P.B. No. 4, Harita, Hosur – 635 109, Tamil Nadu, India. **Tel:** +91(4344) 276780 **Fax:** +91(4344) 278841/276878

Website: www.tvsmotor.com **Email:** corporate@tvsmotor.com **CIN:** L35921TN1992PLC022845

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PRESS RELEASE



safety technology to our consumers. The motorcycles are already on sale in market to ensure proactive compliance to the regulatory requirement laid down by the Government of India.”

The company also announced the launch of TVS Apache RTR 160 2V (ABS) with new features. The new model is equipped with an all-new, back-lit speedometer with dial-art, new seats and new handle-bar end dampeners for better stability and precision. The refresh will sport new TVS Racing inspired graphics making it more appealing.

The entire TVS Apache RTR series with ABS is available across all TVS Motor Company showrooms in India.

Prices (Ex-showroom Delhi)

- TVS Apache RTR 160 front disc (drum) with ABS - Rs. 85,510
- TVS Apache RTR 180 with ABS - Rs. 90,978
- TVS Apache RTR 160 4V (drum) with ABS - Rs. 89,785
- TVS Apache RTR 200 (carb) with ABS - Rs. 1,11,280

About TVS Motor Company

We are a reputed two and three-wheeler manufacturer, and 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, 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

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Service Satisfaction Survey for consecutive three years. For more information, please visit www.tvsmotor.com.

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