

16th August 2023

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,

Reg : Press Release - TVS Motor Company and BMW Motorrad celebrate 10 glorious years of their strategic partnership, delivering global aspirations

We enclose a Press Release regarding "**TVS Motor Company and BMW Motorrad celebrate 10 glorious years of their strategic partnership, delivering global aspirations**", for dissemination.

Date and time of occurrence of event : August 16, 2023 at 11:20 a.m.

Thanking you,

Yours truly,
For TVS MOTOR COMPANY LIMITED

K S Srinivasan
Company Secretary

Encl : a/a

TVS Motor Company and BMW Motorrad celebrate 10 glorious years of their strategic partnership, delivering global aspirations

Bangalore, August 16, 2023: Scripting an exemplary partnership in the two-wheeler industry, TVS Motor Company and BMW Motorrad celebrate 10 glorious years of their long and strategic partnership. Spanning over product development, design, technology, knowledge sharing, and developing common platforms for both their global customers, the strategic partnership between the two companies have achieved a series of milestones globally.

TVS Motor Company and BMW Motorrad signed a long-term strategic partnership in April 2013, to manufacture sub-500cc motorcycles for global markets. This collaboration has resulted in the development of four products on the 310cc platform: BMW G 310 R, BMW 310 GS, BMW G310 RR and TVS Motor Company's flagship motorcycle, TVS Apache RR 310. With over 140,000 customers, the motorcycles under this partnership have been well accepted across all the leading markets like the EU, USA, Latin America, Japan, China, and India.

The success of this cooperation has been the steppingstone for extending and expanding the partnership by the two companies in December 2021. In line with this, TVS Motor and BMW Motorrad is jointly developing new platforms and future technologies, including electric vehicles. Furthermore, as part of this extended association, TVS Motor Company's scope includes the design and development of future BMW Motorrad products and delivering world-class quality, supply chain management, and industrialisation.

Speaking on this milestone achievement, **Mr. KN Radhakrishnan, Director & CEO, TVS Motor Company** said, *"We are delighted to be celebrating this historic milestone in our partnership journey with BMW Motorrad. TVS Motor's decade long relationship with BMW Motorrad is a testament of our common values on innovation, quality, customer delight, engineering prowess, and focus on delivering globally aspirational products. We have together achieved pinnacles of success with the genesis of iconic brands including TVS Apache RR 310, BMW G310 RR, BMW G 310 R, BMW 310 GS that are today available across 100+ markets. And now with the extension and expansion of this partnership towards future technologies and sustainable mobility solutions, we are also in discussions to expand our manufacturing network beyond India to cater to our future growth under this partnership, which includes the recently unveiled BMW CE 02. We look forward to working closely on developing platforms targeted towards the global urban centric markets and the "uber-cool" next generation of consumers."*

Dr Markus Schramm, Head of BMW Motorrad, said, *"This 10th anniversary is an impressive proof of the success and strength of the collaboration between BMW Motorrad and TVS Motor Company. What began 10 years ago has developed into an extraordinary success story. Our strong synergies have led to the development of impressive offerings in the Sub-500cc segment. Since the launch, BMW G 310 R and BMW G 310 GS single-cylinder models continue to enjoy unrivalled popularity and have become a key pillar of BMW Motorrad's worldwide success. The extension and expansion of this partnership towards future technologies and sustainable mobility solutions including the unique and fully electric masterpiece BMW CE 02 is therefore a consistent step to also shape the future together with TVS Motor Company"*.

TVS Motor's Hosur manufacturing plant produces around 10% of BMW Motorrad's volumes, globally. The BMW Motorrad models – BMW G 310 R, BMW 310 GS, and BMW G310 RR are now available in 100+ countries.

PRESS RELEASE



About BMW Motorrad

BMW Motorrad is in first place in the global premium motorcycle and scooter segment. For 100 years, it has been in the DNA of BMW Motorrad as an innovation leader and a company that lives motorcycling with great passion to provide its customers and fans with unique and inspiring experiences and moments on two wheels. In 2022 BMW Motorrad achieves the best sales result in the company's history with 202,895 motorcycles and scooters sold. Even in its 100th anniversary year 2023, BMW Motorrad remains on record course. Spreading the enthusiasm for motorcycling, for superior mobility solutions, for the feeling of freedom and the sense of community throughout the world - that is the mission of BMW Motorrad. Every kilometer on a BMW is pure riding fun. Every component carries pure passion. A passion that you can feel instantly. MAKE LIFE A RIDE - that's what the brand and the people behind BMW Motorrad stand for.

About TVS Motor Company

TVS Motor Company is a reputed two and three-wheeler manufacturer globally, championing progress through Sustainable Mobility with four state-of-the-art manufacturing facilities in Hosur, Mysuru and Nalagarh in India and Karawang in Indonesia. 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 are the only two-wheeler company to have received 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 consecutive four 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. For more information, please visit www.tvsmotor.com

For more information, please contact:

KS Harini: ks.harini@tvsmotor.com

Nikita Verma: Nikita.verma@tvsmotor.com