

27th November, 2020

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 unveils A.R.I.V.E App for customers

We enclose a Press Release regarding "TVS Motor Company unveils A.R.I.V.E App for customers", for dissemination.

Thanking you,

Yours truly,
For TVS MOTOR COMPANY LIMITED

K S Srinivasan
Company Secretary

Encl : a/a

TVS Motor Company unveils A.R.I.V.E App for customers

- The innovative mobile application will use augmented reality (AR) to offer transformational customer experience
- The app will mark its entry with the TVS Apache RR310 & TVS Apache RTR 200 4V motorcycles

Hosur, November 27, 2020: TVS Motor Company, a reputed manufacturer of two-wheelers and three-wheelers in the world, launched their innovative mobile application TVS A.R.I.V.E, aimed at transforming customer experience of exploring two-wheelers. The Augmented Reality Interactive Vehicle Experience (A.R.I.V.E) app allows an in-depth product exploration and purchase experience using AR technology, from the convenience of the homes. This first in its segment app will offer a holistic experience to the customers, and further strengthen the company's dedication to constantly engage with them through this unique platform.

Key Features of TVS A.R.I.V.E App:

- **Offers 3 different modes:**
 - **Place to explore** (AR based)
 - **Scan a real bike** (AR based)
 - **3D mode** (for non-AR compatible devices)
- **Color Option** to explore the different color variants available
- **Dimensions option** for the overall dimensions of the vehicle
- **Product videos** section contains for download or online streaming
- **Detailed motorcycle specifications** option
- **Sell Through Process** for booking test rides and locating a dealer nearby
- **Booking option** from the App – Redirecting users to the TVS website

The TVS A.R.I.V.E app will make its foray with a module on the company's flagship models, TVS Apache RR 310 and TVS Apache RTR 200 4V, catering to its tech-savvy customers. This will be followed by the inclusion of the entire range of TVS products. The app will offer an independent module for every product, which can be downloaded by users as per their preference and interest.

Each module is further divided into three different modes, namely, *Place to explore* (AR-based), *Scan a real bike* (AR based) and the *3D mode* (for non-AR compatible devices). Each of these modes offers multiple hotspots that highlight the critical features through an X-ray vision of the vehicle, supported by a detailed description, videos, animations, and more. The app also provides the *Sell Through Process* option for last-mile connectivity. Through this users can schedule a test ride, locate the nearest dealer, or book their vehicle online.

Mr. Meghashyam Dighole, Head - (Marketing) Premium Motorcycles, TVS Motor Company said, "TVS Motor Company has been at the forefront of introducing technological advancements across our products, and services. The TVS A.R.I.V.E app is an extension to that philosophy, as our customers now get an opportunity to explore our products at the convenience of their homes through the AR technology. We introduce the app with the TVS Apache RR 310 & TVS Apache RTR 200 4V, the flagship models from our stable. This app will bridge the gap between a

PRESS RELEASE



customer's consideration and the decision of testing or purchase, by using augmented reality to give a 360-degree experience of the product using audio-visual and textual formats. We are sure that our potential and existing customers will find great value in this new service."

The three available modes on the app perform specific functions to ensure an all-inclusive experience to the users. The **Place to explore** mode creates an augmented experience of the real vehicle, by positioning the virtual 3D model of it in the AR world. The virtual vehicle can be placed on any horizontal flat surface, allowing the user to have a 360-degree view by moving around it, or by performing swipe gestures to rotate it on the screen. Users can zoom in and out the model or move the camera closer to the surface for a more precise and in-depth view.

The **Scan a real bike** mode, on the other hand, is a combination of real objects, and AR. Users can scan a real vehicle by holding the device in front of it. Once detected, different features of the vehicle will automatically get highlighted by the pulsating hotspots on it. By tapping on them, users will get the x-ray vision of the functionality, and detailed explanation through audio-visual and textual format.

The **3D mode** will be available for both AR & Non-AR supported devices. Non-AR supporting devices will have only the 3D mode functionality where users will be able to rotate the vehicle 360-degree along with zoom in and out functionality, to have a better visual experience. To highlight the key features of the motorcycle, users can click on the pulsating hotspot enable icon, which will activate the key features on it, and provide audio-visual, and textual information. This option will also offer a suitable background for an enhanced experience. Here, the user can experience an aerial view of the vehicle using the camera option.

The app is now available on Google Playstore and Apple App store for customers.

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 J.D. Power IQS and APEAL surveys for five years. We have been ranked No. 1 Company in the J.D. Power Customer Service Satisfaction Survey for consecutive four years. For more information, please visit www.tvsmotor.com

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