

29th September 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 is back with its flagship motorcycling festival – TVS MotoSoul 3.0

We enclose a Press Release regarding "**TVS Motor Company is back with its flagship motorcycling festival – TVS MotoSoul 3.0**", for dissemination.

Date and time of occurrence of event (Press Release regarding "**TVS Motor Company is back with its flagship motorcycling festival – TVS MotoSoul 3.0**") : September 29, 2023 at 11:55 A.M.

Thanking you,

Yours truly,
For TVS MOTOR COMPANY LIMITED

K S Srinivasan
Company Secretary

Encl : a/a

TVS Motor Company is back with its flagship motorcycling festival – TVS MotoSoul 3.0

- *TVS Motor Company is all set to curate the third edition of its annual flagship motorcycling festival for the community of motorcycle enthusiasts, filled with music, racing and thrill at TVS MotoSoul 3.0*
- *The festival aims to celebrate and share the spirit and passion for motorcycling with fellow enthusiasts and strengthen this bond with groovy music, tech talks*
- *The festival will showcase custom built motorcycles from TVS Apache and TVS RONIN; slew of motorsport events - Dirt track, Flat track, slow race and unleash the skills of a rider through Apache pro performance, Moto-CrossFit contest*

Bengaluru, September 29, 2023: Riding high on two successful editions of its flagship motorcycle festival, that celebrates the rider and the machine, TVS Motor Company, a reputed manufacturer of two-wheelers and three-wheelers globally, is **back with the third edition of TVS MotoSoul. The two day motorcycle extravaganza is all set to take place between December 8 and 9, 2023 in Goa, the biker's paradise in India.**

This year, TVS MotoSoul 3.0 promises to be grander, bolder, and louder than ever before, offering a spectacular and unforgettable fusion of motorcycles combined with the rich legacy of racing, music, and more. Motorcycling is not just about creating one's own story but also a sense of unity among riders, a shared passion that transcends language, age, and background. It's a feeling of belonging, of being part of a community that understands and celebrates the thrill of the open road. TVS MotoSoul 3.0 will also feature a wide range of freestyling activities for the first time, host interactive sessions with maestros from the racing and biking community, showcase TVS custom garage.

"TVS Motosoul has become synonymous with celebrating the spirit of motorcycling and is known for its commitment to fostering a vibrant and passionate community of riders. With each edition, the event has grown bigger and better, offering an unmatched platform for riders to come together, share experiences, and immerse in the world of motorcycling. We are dedicated to more than just motorcycles, and are committed to nurturing a thriving community of riders. We are stoked to be back with TVS MotoSoul 3.0, that will rescript their journey with unparalleled experiences backed by a vibrant and colourful theme set around the festival this time, beautifully translating the free-spirited essence of motorcyclists. We are confident that our endeavour of democratising such experiences for our customers and enthusiasts will transpire into one of the biggest celebration of riders and riding communities through TVS Motosoul 3.0," **said, Vimal Sumbly, Head of Business - Premium, TVS Motor Company.**

TVS Motosoul 3.0 will offer a unique opportunity for motorcycle enthusiasts to unite, learn, and create lasting memories through a host of experiences:

1. Motorcycling Extravaganza

Dive headfirst into the vibrant realm of TVS Apache, featuring racing and freestyling marvels, and the world of TVS Ronin, embodying the *unscripted way of life*. Participate in thrilling events such as **dirt track racing, slow races, build-to-race challenges, BMX biking, stunt competitions, flat track racing**, and even indulge your creative side at **tattoo art booths**

2. Tech Dialogues

Engage with revered motorcyclists and racers as they share their narratives from behind the helmet, providing valuable insights and inspiration

3. Entertainment

Sway to the rhythms of live bands and DJs during the gala nights, and savour a delectable variety of cuisines from diverse cultures and regions of India

4. Experience Zones

TVS MotoSoul 3.0 beckons to push thr boundaries and embrace exhilaration through a diverse spectrum of activities. For the daredevils, a dedicated zone offers the adrenaline-pumping **mastery of wheelies and stoppies in controlled areas**. For showcase of finesse, the specially curated **BMX biking and skateboarding zone** awaits your prowess. Additionally, delve into the **virtual realm at the TVS Apache game and simulator zone**, where thrilling adventures unfurl. These captivating activities promise to elevate the TVS MotoSoul experience, etching indelible memories for all who partake

5. Product Unveilings

TVS Motor will introduce an array of exhilarating product unveilings at TVS Motosoul 3.0, featuring custom motorcycles from the house of TVS Apache and TVS Ronin. Furthermore, brace to be captivated by an enthralling line-up of gears, merchandise and accessories

Key highlights for TVS Motosoul 3.0 –

- The TVS MotoSoul 3.0 will feature a wide range of freestyling activities
- The mega event will host interactive sessions with maestros from the racing and biking community
- A host of activities to showcase creativity of art and culture
- An expansion of the TVS custom garage
- A plethora of motorcycling activities to nurture the emotions of every motorcyclist
- A platform to enjoy biking games and simulators

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:

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