

21st November 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 LAUNCHES TVS NEO AMI IN AFRICA

We enclose a Press Release regarding "**TVS MOTOR COMPANY LAUNCHES TVS NEO AMI IN AFRICA**", for dissemination.

Date and time of occurrence of event: November 21, 2023 at 02:30 P.M.

Thanking you,

Yours truly,
For TVS MOTOR COMPANY LIMITED

K S Srinivasan
Company Secretary

Encl : a/a

PRESS RELEASE



TVS MOTOR COMPANY LAUNCHES TVS NEO AMI IN AFRICA

Bangalore, November 21, 2023: TVS Motor Company - a leading global automaker that operates in the two and three-wheeler segments - today announced the launch of **TVS NEO AMI 125** in Africa. Designed for evolving commuting needs, this innovative Bebek is set to delight customers with 72 exciting, new features.

TVS NEO AMI, a remarkable Bebek is designed around three core principles: (a) Perfect dimensions, (b) Ultimate convenience, and (c) Intelligent innovation. A well-tuned 124.8cc, single-cylinder, 4-stroke, 3-valve, air-cooled SOHC- (Single Overhead Camshaft), fuel-injected engine in the TVS NEO AMI will deliver a maximum power output of 9.8 bhp at 7,500 rpm and a peak torque of 10.8 Nm at 5,500 rpm. This means every ride is not just a commute but an adventure waiting to unfold. The mobike comes in three vibrant colours - violet blue, ruby red and heritage black.

Commenting on the launch, **Mr. Rahul Nayak, Vice President, International Business, TVS Motor Company**, said, *"We are very excited to add another high performance product to our existing range of vehicles for the African continent. The TVS NEO AMI 125, addresses some of the unique requirements of African customers - vehicles with higher ground clearance, longer seats for a comfortable ride and feature rich vehicles to ease their daily commute. We are thrilled to launch this product and look forward to providing a hassle free ride experience, great after-sales-service, and affordable genuine spares."*

TVS NEO AMI is packed with intelligent features that elevate the riding experience - like the stay connected, on-the-go feature, which enhances both safety and comfort. TVS NEO AMI will be available at all TVS partner showrooms in Guinea, Mali, Ivory coast, Burkina Faso, Togo, Ghana, Senegal, Benin, Nigeria, DR Congo, PR Congo, Chad, Central Africa Republic and Niger.

TVS Motor Company is globally recognised for its engineering, innovation and quality. Our products are already sold in 80+ countries spanning the geographies of Asia, Africa and Latin America. Last week, the company announced its entry into Europe as well. Exports comprise nearly 25% of the company's business as of H1 FY 2023 – an endorsement of the company's high quality, technologically superior offerings and its R&D capability.

About TVS Motor Company

TVS Motor Company (BSE:532343 and NSE: TVSMOTOR) is a globally reputed two and three-wheeler manufacturer, championing progress through sustainable mobility. It has four state-

Key Features

- Powerful 125 cc Engine
- Shutter Type All-In-One Lock
- Intelligent Access (iXS) for last parked location
- Twin USB Charging
- External Fuel Fill
- Best-in-class ground clearance of 157 mm
- Tubeless Tyres
- Spacious Utility Box with Auto Glow Light

PRESS RELEASE



of-the-art manufacturing facilities located in India and Indonesia. Rooted in its 100-year legacy of trust, value, and passion for customers, it takes pride in making internationally accepted products of the highest quality through innovative and sustainable processes. TVS Motor is the only two-wheeler company to have won the prestigious Deming Prize. Its products lead in their respective categories in the J.D. Power IQS and APEAL surveys. TVS has been ranked No. 1 Company in the J.D. Power Customer Service Satisfaction Survey for four consecutive years. TVS group's Norton Motorcycles, based in the United Kingdom, is one of the most emotive motorcycle brands in the world. Its other 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 in the 80+ countries where it operates. Please also visit www.tvsmotor.com.

For more information, please contact:

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