

11<sup>th</sup> August 2023

BSE Limited,  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
Mumbai 400 001  
**Scrip code: 532343**

National Stock Exchange of India Limited,  
Exchange Plaza, 5<sup>th</sup> Floor,  
Bandra-Kurla Complex,  
Bandra (E), Mumbai 400 051  
**Scrip code: TVSMOTOR**

Dear Sir,

**Reg : Press Release - TVS Motor Company launches TVS Raider Super Squad Edition inspired by the iconic Marvel Super Heroes**

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We enclose a Press Release regarding "**TVS Motor Company launches TVS Raider Super Squad Edition inspired by the iconic Marvel Super Heroes**", for dissemination.

Date and time of occurrence of event (Press Release regarding "TVS Motor Company launches TVS Raider Super Squad Edition inspired by the iconic Marvel Super Heroes"): August 11, 2023 at 11:30 a.m.

Thanking you,

Yours truly,  
For TVS MOTOR COMPANY LIMITED

K S Srinivasan  
Company Secretary

Encl : a/a

# PRESS RELEASE

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## TVS Motor Company launches TVS Raider Super Squad Edition inspired by the iconic Marvel Super Heroes

- *Introduces Marvel's Black Panther and Iron Man themed TVS Raider*

**Bengaluru, August 11, 2023:** TVS Motor Company, a globally reputed two-wheeler and three-wheeler manufacturer, announced the launch of TVS Raider Super Squad Edition (SSE). The new line of motorcycles draw inspiration from the iconic Marvel Super Heroes - Black Panther and Iron Man.

TVS Raider is a digital native brand since inception, and has received an overwhelming response from Gen Z customers. TVS Raider is a distinct sporty motorcycle, and the powerful character traits of Black Panther and Iron Man will add to its unique appeal.

Commenting on the launch, **Aniruddha Haldar - Senior Vice President (Marketing) – Commuters and Corporate Brand & Dealer Transformation**, said, *“The launch of TVS Raider Super Squad Edition with two iconic Marvel characters marks another step in our successful collaboration journey with Marvel. TVS Raider has received an overwhelming response, especially from Gen Z since its launch in 2021. This Offering will further build brand love for TVS Raider.”*

*The new TVS Raider Super Squad Edition is priced at **Rs. 98,919/-** (Ex-showroom- Delhi). TVS Raider SSE is available across all TVS Motor touchpoints.*

### **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](http://www.tvsmotor.com).

*For more information, please contact:*

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**MARVEL**

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**TVS** 

UNLEASH YOUR  
**WICKED**



**SUPER  
SQUAD  
EDITION**

**IRON  
MAN**

**BLACK  
PANTHER**

**TVS  
RAIDER**  
—THE WICKED RIDE