

28th December, 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 launches 2021 TVS Apache RTR 160 4V with Bluetooth enabled TVS SmartXconnect* in Bangladesh

We enclose a Press Release regarding "**TVS Motor Company launches 2021 TVS Apache RTR 160 4V with Bluetooth enabled TVS SmartXconnect* in Bangladesh**", for dissemination.

Thanking you,

Yours truly,
For TVS MOTOR COMPANY LIMITED

K S Srinivasan
Company Secretary

Encl : a/a

Press Release



TVS Motor Company launches 2021 TVS Apache RTR 160 4V with Bluetooth enabled TVS SmartXonnect* in Bangladesh

Comes equipped with new imposing LED Headlamp and high-performance Radial Tyres

Dhaka, December 28, 2020: TVS Motor Company, a reputed manufacturer of two-wheelers and three-wheelers in the world, today introduced the 2021 TVS Apache RTR 160 4V with Bluetooth enabled TVS SmartXonnect* in Bangladesh. This is the first-of-its-kind two-wheeler connected cluster technology in the country.

TVS SmartXonnect* technology is displayed on the racing console of the motorcycle and connected to an exclusive mobile application. This cutting-edge Bluetooth enabled system showcases a range of race analytics to help riders review their riding stance and style. TVS Apache enthusiasts can now access race telemetry, assess their lean angle and obtain information through the handlebar switch. The cluster also provides ease-of-ride options such as turn-by-turn navigation, call/SMS alert, low fuel warning, and assist.

TVS SmartXonnect*

- Race Telemetry
- Turn-by-turn Navigation
- Call/SMS Alert
- Dedicated info/Control switch
- Low Fuel Warning and Assist
- Lean Angle Mode

The 2021 TVS Apache RTR 160 4V comes with new LED headlamp with claw styled position lamps that offer best-in-class long-range light penetration and an enhanced spread. It also gets performance radial tyres with increased traction, control, stability and durability.

Commenting on the launch, **Mr. R. Dilip, Executive Vice President - International Business, TVS Motor Company** said, *“We are delighted to introduce the 2021 TVS Apache RTR 160 4V motorcycle with first-of-its-kind TVS SmartXonnect* two-wheeler connected cluster in Bangladesh. TVS Apache series recently crossed a milestone of over 4 million global customers, and we are grateful to our customers in the country. 2021 TVS Apache RTR 160 4V is a testament of our commitment towards delighting our global Apache customers with a true racing experience. The motorcycle also offers an array of premium features enabled by cutting edge technology and will transform performance biking for our racing enthusiast customers in Bangladesh.”*

Mr. Ekram Hussain, Managing Director - TVS Auto, Bangladesh, said, *“In our long association with TVS Motor Company, TVS Apache series has emerged as a popular offering in Bangladesh. The launch of 2021 TVS Apache RTR 160 4V with first-of-its-kind features will strengthen the TVS Motor portfolio in the country. The motorcycle will be available across our 205 sales, service and spare outlets in Bangladesh.”*

TVS Motor Company Limited, P.B. No. 4, Harita, Hosur – 635 109, Tamil Nadu, India. Tel: +91(4344) 276780

Website: www.tvsmotor.com Email: corporate@tvsmotor.com CIN: L35921TN1992PLC022845

Regd Off: Chaitanya, No. 12, Khader Nawaz Khan Road, Nungambakkam, Chennai – 600 006

Press Release



TVS Apache RTR 160 4V motorcycle gets advanced engine 159.7 cc, single-cylinder, 4-stroke, 4-valve, oil-cooled engine, that churns out 16.05 PS at 8000 RPM and 14.8 Nm at 6500 RPM. The engine is mated to a 5-speed super-slick gearbox that offers a precise and powerful riding experience. Along with these features, the motorcycle continues to delight with a racier signature exhaust note.

The 2021 TVS Apache RTR 160 4V series will be available in three colours namely, Racing Red, Metallic Blue and Knight Black. It will be available across two variants, namely, single disc and rear disc.

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

For further information, please contact:

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*patent pending

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