

8th March 2024

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 / Madam,

Reg : Press Release – "TVS MOTOR COMPANY - NOW IN FRANCE"

We enclose a Press Release regarding **"TVS Motor Company - Now in France"**, for dissemination.

Date and time of occurrence of event: March 8, 2024 at 10:56 A.M.

Thanking you,

Yours truly,
For TVS MOTOR COMPANY LIMITED

K S Srinivasan
Company Secretary
Encl.: As above

TVS MOTOR COMPANY - NOW IN FRANCE

Bangalore, March 08, 2024: TVS Motor Company (TVSM) - a leading global automaker that operates in the two and three-wheeler segment - is showcasing its product range for Europe at the Salon du Deux Roues, Lyon till March 10, 2024. In being present at one of Europe's premier auto expos, TVS Motor has announced its presence in France. The company has partnered with Emil Frey, a 100-year-old enterprise with extensive distribution network and deep market insights in Europe.

TVS Motor is the world's fourth largest two and three wheeler manufacturer and the third most valued by market cap. Its products already sell in 80 countries.

The company is putting on display the **TVS Apache RR 310**, **TVS Apache RTR 310**, **TVS Ronin**, its electric scooters - **TVS iQube S**, **TVS X**, and its performance scooter - **TVS NTORQ**. The mobility show will be an opportunity for visitors to discover these models which are already approved for Europe. It will also allow entities interested in marketing the brand in France to interact with the French and Indian TVS teams present on site.

Speaking on the participation, **Mr. Sharad Mohan Mishra, President, Strategy**, TVS Motor Company, said, *"Our participation marks a significant milestone. Engaging with enthusiasts at this esteemed event enhances our visibility in France. We invite attendees to explore our pavilion and witness TVS Motor's engineering, quality, and design prowess."*

Visitors are invited to the TVS Motor zone in stand 3B2 located in Hall 3.1 at the Salon Du Deux Roues 2024.

PRODUCT DETAILS - SHOWCASE AT SALON DE DEUX ROUES, LYON 2024

1. **TVS X** - the world's most advanced connected, electric scooter proudly made in India. This revolutionary machine sets a new benchmark in the global electric mobility industry with its stunning design, unmatched performance, and cutting-edge tech features, carving out a new category in the electric mobility segment.
2. **TVS iQube** - TVSM's flagship electric two-wheeler launched in 2020. It has led the mass adoption of EV mobility in India.
3. **TVS Apache 310 Series** - a result of the symbiotic partnership with BMW, stands as a testament to international collaboration.
4. **TVS Ronin** - a 'modern-retro' motorcycle, designed ground up and is a lifestyle statement that takes inspiration from the modern, new-age rider. It is designed with style, technology, and riding experience to promote an unscripted lifestyle.
5. **TVS NTORQ** - a premium scooter that boasts of superior performance backed by TVS Racing Pedigree.

About TVS Motor Company

TVS Motor Company (BSE:532343 and NSE: TVSMOTOR) is a reputed two and three-wheeler manufacturer globally, championing progress through sustainable mobility with four state-of-the-art manufacturing facilities located in India and Indonesia. Rooted in our 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. 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 four consecutive 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

PRESS RELEASE



superior customer experience across 80 countries in which we operate. Additional details and updates are available on www.tvsmotor.com

For more information, please contact:

KS Harini: KS.Harini@tvsmotor.com

Nikita Verma: Nikita.Verma@tvsmotor.com



TVS



HALL

2.1



TVS

MOVE LIKE A RONIN

2.33

CLUBS BIKE