

7<sup>th</sup> March, 2022

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

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

Dear Sirs,

**Reg : TVS Motor Company launches Naked Street Design 'TVS Raider' motorcycle for Gen Z in Bangladesh**

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We enclose a Press Release regarding "**TVS Motor Company launches Naked Street Design 'TVS Raider' motorcycle for Gen Z 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 Naked Street Design 'TVS Raider' motorcycle for Gen Z in Bangladesh

*Equipped with best-in-class Acceleration, Reverse LCD Cluster and Animalistic LED Headlamps  
TVS Raider has a distinctly sporty and stylish look*

**Hosur, March 07, 2022:** TVS Motor Company, a reputed manufacturer of two-wheelers and three-wheelers in the world, today announced the launch of the feature-rich offering TVS Raider in the 125cc segment for the aspirational young customers in Bangladesh. The distinctly young and sporty motorcycle comes with first-in-class features such as an LCD digital speedometer, 3V i-Touch Start, **animalistic LED headlamp and first-in-segment under-seat storage.**

Speaking on the occasion, **Mr. H G Rahul Nayak, Vice President, International Business, TVS Motor Company,** said, *"We are delighted to launch the 125cc TVS Raider in the rapidly evolving two-wheeler market of Bangladesh. There is a growing demand for aspirational personal mobility options in the country. For our millennial and digitally native Gen Z customers, we have consistently introduced products with best-in-class features and superior technology. I am certain that the young customers in Bangladesh would admire the distinctive ride character of the TVS Raider."*

### KEY FEATURES

- Reverse LCD digital speedometer
- Easily accessible under seat storage
- Advanced 3V engine
- Mono-shock suspension
- Wider split seat
- 3V i-Touch Start
- Animalistic LED Headlamp
- USB Charger
- Helmet reminder

**Mr. J. Ekram Hussain, Managing Director, TVS Auto Bangladesh Ltd,** said, *"The customers of Bangladesh have always responded positively to the best-in-class offerings by TVS Motor, and I am sure the TVS Raider will not be an exception. Bangladesh's Gen Z is ready for TVS Motor's power-packed, stylish and the true 'Wicked Ride' – the TVS Raider."*

### **Style:**

TVS Raider embodies the TVS Motor Company design spirit of innovation with a unique and bold design theme. The motorcycle has a distinctive macho personality and a **special logo** to symbolise this theme. The **strong and sculpted tank profile** lends TVS Raider muscular, solid appeal. At the same time, it is a sporty, compact and agile motorcycle for your everyday ride. Signature design elements of the TVS Raider are its **distinctive and aggressive headlamp and tail-lamp** that

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provide excellent visibility. The **youthful colour schemes** with specially designed textures and finishes are inseparable aspects of its sporty and energetic design.

## **Performance:**

TVS Raider is coupled to an advanced 124.8 cc air & oil-cooled 3V engine, and it churns a maximum power of 12.9 PS @ 8,000 rpm and torque of 11.5 Nm @ 6,500 rpm. The motorcycle boasts a best-in-class acceleration of **0-60 km/h in 5.7 secs**. The dynamic comfort and handling can be attributed to the gas-charged **5-step adjustable mono-shock suspension, low friction front suspension** and split seat, 5-speed gearbox and **17" alloy chunky wide tyres**.

A **Reverse LCD digital speedometer** is an advanced hi-tech gadget with accurate and easy to read details. The switch cluster, footpegs, and mechanical details are designed in harmony with the motorcycle for uncompromised functional benefits.

## **Comfort, Safety and Convenience:**

The ergonomics of the TVS Raider is developed with supreme focus on the comfort and convenience of the rider. Based on the TVS Motor Company's performance motorcycle DNA, the configuration of low seat height balanced on a long wheelbase, perfect ergonomics triangle, and a mono-shock delivers engaging ride and handling. With its distinct note, the exhaust design is tuned to perfection as it reverberates the indomitable spirit of the motorcycle. Features such as first-in-segment easy access under-seat storage for all your essential belongings, helmet reminder, and the USB charger are focused on creating a fulfilling ride experience.

TVS Raider will come in a colour selection of Striking Red, Blazing Blue, Wicked Black and Fiery Yellow.

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## **About TVS Motor Company**

TVS Motor Company is a reputed two and three-wheeler manufacturer globally, championing progress through Mobility with a focus on sustainability. 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 for five years. 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).

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