

16th January 2025

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 Enters Morocco"

We enclose a Press Release regarding "**TVS Motor Company Enters Morocco**", for dissemination.

Date and time of occurrence of event: January 16, 2025 at 8:00 P.M.

Thanking you,

Yours truly,

For TVS MOTOR COMPANY LIMITED

K S Srinivasan
Company Secretary
Encl.:a/a

TVS Motor Company Enters Morocco

~ Expands its global presence, deepens footprint in Africa ~

~ Launches a range of two-wheelers – performance scooter, commuter and sports motorcycles ~

Casablanca, January 16, 2025: TVS Motor Company (TVSM) - a leading global automaker in the two and three-wheeler segment - today announced its entry into Morocco, in collaboration with its distribution partner *Hindi Motors*. The company is launching a wide, exciting range of two-wheelers - TVS Ntorq 125, TVS Raider 125 and TVS Apache 160 and 200 in Morocco.

TVSM, globally recognised for its engineering, innovation and quality, will leverage the extensive service and distribution network of MotorSports Maroc, which uses the retail banner of *Hindi Motors* for its operations in Morocco. The product range being offered comprises of global best sellers equipped with advanced technology and trusted by millions across the world.

Announcing the launch, **Rahul Nayak**, Vice President, International Business, TVS Motor Company, said, *"TVS Motor Company is an established global leader and the second largest two-wheeler brand in Africa. Our vehicles are everyday companion to more than 58 million users across the globe. Mobility is an important lever for economic and societal progress, and we are privileged to have the opportunity to serve customers in Morocco. Our partner - Motorsports Maroc – brings in decades of expertise and experience in sales, service and customer care. Coupled with TVSM design, engineering and build quality, customers are assured of a great experience."*

Omar Messaoudi, Managing Director – Hindi Motors, said, *"We are honored to collaborate with TVS Motor Company to bring some of the world's best two-wheelers to Morocco. The company is renowned for its innovation, performance and quality, and we will complement this with excellent sales and after-sales service experience for our customers. The entry of TVS Motor Company into the Moroccan market represents a new chapter in the field of mobility. The effective mobility solutions provided by TVS are now part of the growth and progress of Morocco. We share the company's vision of providing safe and sustainable mobility solutions."*

The product portfolio available for purchase, starting January 15, 2025 includes:

1. **TVS Apache 160 and 200** - with striking style elements that are in line with its racing DNA, TVS Apache comes equipped with connectivity features and styling upgrades to fulfil the evolving needs of young riders.
2. **TVS NTORQ 125** - a perfect blend of style and performance – a premium scooter that boasts of superior performance backed by TVS Racing pedigree.

PRESS RELEASE



3. **TVS Raider 125** - a mix of comfort and styling, this motorcycle combines sporty styling with best-in-class performance and hi-tech advanced features.

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 superior customer experience across 80 countries in which we operate. For more information, please visit www.tvsmotor.com

For more information, please contact:

<kanika.mehta@tvsmotor.com>

PRESS RELEASE



ANNEXTURE: KEY FEATURES

TVS APACHE

160 2v:

- New refined engine
- New LED Headlamp & Tail lamp
- New racing graphics
- Fully Digital Cluster with SmartXconnect
- Synchro stiff chassis

200 4v:

- RT Slipper Clutch
- Adjustable Race Tuned Suspension
- Fully Digital Cluster with SmartXconnect
- Aggressive Claw styled LED Headlamp
- High Performance Radial Tyre.
- Racing Aesthetics.

TVS NTORQ 125

- Afterburner style rear vents
- Sporty split grab rail
- 3-tone colour combination and racing decals
- Sync brake technology
- Hazard lamp
- Fully Digital Cluster with SmartXconnect
- Dual side steering lock
- Engine kill switch
- External fuel fill
- Pass by switch

TVS RAIDER

- 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

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FUTURE FORWARD
RIDE INTO TOMORROW WITH TVS

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