

13th December 2022

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 plans to launch Euro-5 two-wheelers in Turkey

We enclose a Press Release regarding **"TVS Motor Company plans to launch Euro-5 two-wheelers in Turkey"**, for dissemination.

Thanking you,

Yours truly,
For TVS MOTOR COMPANY LIMITED

K S Srinivasan
Company Secretary

Encl : a/a

PRESS RELEASE



TVS Motor Company plans to launch Euro-5 two-wheelers in Turkey

- *Introduction of Euro-5 compliance versions of five most popular products*
- *Tech-loaded vehicles, adorned with attractive graphics and features*

Turkey, December 13, 2022: TVS Motor Company, a reputed manufacturer of two-wheelers and three-wheelers in the world, plans to launch the Euro-5 two-wheelers in Turkey. The products from TVS Motor Company have received overwhelming acceptance of customers in Turkey. TVS Jupiter and TVS Apache RTR 200 4V are the most popular TVS Motor's products used by customers in Turkey and are known for their quality. TVS Motor will further strengthen its presence in Turkey with products like TVS Jupiter, TVS NTORQ Race Edition, TVS Raider and TVS Apache RTR 200 4V which will be Euro-5 compliant.

In consideration of environment protection and taking care of the wellbeing of people of Turkey, the Government of Turkey has regulated adherence to Euro-5 emission norms. In line with the initiative of Government of Turkey, TVS Motor Company announced that the Company has already taken initiatives to introduce Euro-5 complaint two-wheelers for Turkey customers. The Company awaits approval from European Union/local authorities (Homologation/Proto-type product approval). Once the prototype- product approval of EU/local authorities are in place, the Company will introduce Euro-5 two-wheelers in Turkey.

The Customers are familiar with TVS Motor Company's presence in Turkey with its flagship products TVS Apache RR 310, TVS Apache RTR 200 4V FI, TVS Apache RTR 160 4V FI, TVS Wego and TVS Jupiter. The feature-rich Euro-5 products will be a perfect combination of exciting style, best-in-class performance, and uncompromised ride experience. At present the products are under test phase and regulatory type approval process.

Commenting on the upcoming products, **Mr. Rahul Nayak, Vice President, International Business, TVS Motor Company**, said, *"At TVS Motor Company, we always look at the customer's preferences and keep our offerings aligned. We are confident that these new Euro-5 compliant products will be a great fit and stand out in ensuring customer delight in Turkey. In an effort to reduce air pollution and to adhere to the European emission standards, the Euro-5 products of TVS Motor come with modern design, latest technology and unique features. We are excited to have best hands as our authorised distributors in Turkey to ensure the Euro-5 products will be available to customers in Turkey after the products passes through regulatory approval of EU/local authorities. Their expertise in two-wheeler market will help us maximise our reach in Turkey."*

Mr. Talip Takmakli , Uğur Motorlu Araçlar, said, *"Our customers are excited and are awaiting to experience the new product range by TVS Motor Company. The new Euro-5 standard editions will build excitement and be a game changer for our customers, especially for the new-age riders. TVS Motor Company's endeavour is to introduce exciting mobility options for their customers. They have been consistent in launching products for millennials and Gen Z customers with best-in-class features and cutting-edge technology."*

Going by the accelerated phase of work, the above mentioned products are expected to be available at Uğur Motorlu Araçlar (UMA) starting March 2023 onwards across their network in Turkey subject to the regulatory approvals.

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PRESS RELEASE



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 <https://www.tvsmotor.com/tr/tr>

For more information, contact –

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