

03<sup>rd</sup> March 2023

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

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

Dear Sir / Madam,

**Reg : Press Release - TVS Motosoul successfully concludes Day 1 with customisation on TVS Ronin; showcases 4 custom builds and flat track experience**

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We enclose a Press Release regarding "**TVS Motosoul successfully concludes Day 1 with customisation on TVS Ronin; showcases 4 custom builds and flat track experience**", for dissemination.

Thanking you,

Yours truly,  
For TVS MOTOR COMPANY LIMITED

K S Srinivasan  
Company Secretary

Encl : a/a

# PRESS RELEASE



## TVS Motosoul successfully concludes Day 1 with customisation on TVS Ronin; showcases 4 custom builds and flat track experience

- A new world of customisation was showcased, with custom builds based on the TVS RONIN platform
- Announced the launch of TVS Flat Track to offer a diverse portfolio of experiences for the racing enthusiasts

**Goa, March 03, 2023:** TVS Motor Company marked its return with the second edition of **TVS MotoSoul, its Ultimate Biking Festival** today in Goa. Packed with all things fun and exciting, the company unveiled a whole new world of customisation based on the **TVS RONIN platform**, their latest offering in the modern retro category. This platform forays with the premium portfolio, and will showcase the company's customised offerings along with multiple engagements with customers to create their concepts.

The TVS RONIN is industry's first '**modern-retro**' motorcycle made for those who dare to live the **#Unscripted way of life**. The motorcycle has been designed ground up with unique features like Dual channel ABS, Rain and Urban modes and Bluetooth connectivity with voice and Ride Assistance. Its brand philosophy paired with the motorcycle's capabilities, inspires the possibility to explore new experiences, thereby offering a canvas to explore the customisation capabilities on the TVS RONIN.

### Key experiences included –

- Flat Track Racing
- Dirt Race
- Moto crossfit
- Obstacle Race
- Build to race
- Stunt Show
- Motorcycle Gymkhana
- Slow Race

Speaking on the occasion, **Mr. Sudarshan Venu, MD, TVS Motor Company** said, *"One of the key growth pillars for TVS Motor Company is global premiumization which will be driven by our flagship brands TVS Apache and TVS Ronin and their 5 million global community. We are happy to be back with the TVS MotoSoul 2023 Edition, which is a commitment to bring our community of riders and performance enthusiasts together and celebrate their camaraderie and passion for motorcycling. This year's event is set to be grander in every aspect, bringing in some action packed and unique experiences, as our customers witness new launches from the stable of TVS RONIN, engage with our racers and experts, participate in a host of sporting activities, and witness powerful performances."*

Speaking on the occasion, **Mr. Vimal Sumbly, Head Business – Premium at TVS Motor Company** said, *"The return of TVS MotoSoul – The Ultimate Biking Festival, is a momentous occasion for us as we bring together riders from all over the world to celebrate our shared love for motorcycles. With the second edition of TVS MotoSoul, we are celebrating multiple milestones in our journey around motorcycles and riding community. Our momentous 5 million global sales milestone for TVS Apache series which is a testament to the hard work and dedication of our team, as well as the loyalty and support of our customers. We are also now a strong community of over 250,000 lakh AOG riders (Apache Owners Group) - India's biggest official motorcycling community. Our strong international presence in over 80 countries continues to grow further, and we're proud to represent our brand on a global stage, showcasing the very best of what we as a premium motorcycle brand offer."*

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# PRESS RELEASE



*He further add, "Day 1 of TVS MotoSoul had a lot of exciting activities to engage with the the riding community and enthusiasts. We announced our foray into Flat track - a new form of racing while also unveiling a new custom world for TVS RONIN. The Ultimate Biking Festival is the perfect place to connect with like-minded individuals, discover new products and services, and immerse yourself in the vibrant culture of the biking world. We are really excited to host all the crazy motorheads here on Day 2 which will unseal a higher level of fun and madness."*

### **Customisation platform for TVS RONIN**

Several custom build projects were showcased on Day 1 which have been developed after collaborating with popular custom builders from different geographies to create their renditions –

1. MGermany, **JvB Moto** – Named **Agonda** (inspired by Agonda Beach, Goa)
2. Indonesia, **Smoked Garage** – Named **Musashi** (inspired by the undefeated Samurai, Ronin)
3. India, **Rajputana** Customs
4. TVS Design Team, Factory Custom

### **Unveil of TVS Flat Track Experience**

Keeping the excitement quotient high, the company announced its foray into a new form of racing – Flat Track Racing on the TVS RONIN today. Given the versatility and free-spirited nature of the motorcycle, this format has been curated to build a new breed of racing enthusiasts on the back of TVS Racing's rich legacy of over 40 years. The commitment to encourage and train customers to ensure they experience the art of racing will be kept alive with the launch of TVS Flat Track experience.

To add to the fervour to the festivities, Day 1 at TVS Motosoul 2023 ended with powerful and action packed performances by soulful artist like Lucky Ali, and live set by Nikhil Chinappa.

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### **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 [www.tvsmotor.com](http://www.tvsmotor.com).

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