

5th April 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 LAUNCHES TVS RONIN, IT'S
MODERN-RETRO MOTORCYCLE IN COLOMBIA"**

We enclose a Press Release regarding **"TVS MOTOR COMPANY LAUNCHES TVS RONIN,
IT'S MODERN-RETRO MOTORCYCLE IN COLOMBIA"**, for dissemination.

Date and time of occurrence of event: April 5, 2024 at 11:06 A.M.

Thanking you,

Yours truly,
For TVS MOTOR COMPANY LIMITED

K S Srinivasan
Company Secretary
Encl.: a/a

TVS MOTOR COMPANY LAUNCHES TVS RONIN, IT'S MODERN-RETRO MOTORCYCLE IN COLOMBIA

- *TVS RONIN is the first premium lifestyle offering from TVS Motor to create a segment of its own in the motorcycling world*
- *TVS RONIN is the perfect combination of style, riding comfort & technology for those who live the #Unscripted way of life*

Colombia, April 5, 2024: TVS Motor Company (TVSM) - a leading global automaker that operates in the two and three-wheeler segments, forayed into the premium lifestyle motorcycle segment with the launch of TVS RONIN for its customers in Colombia today. TVS RONIN is the first 'modern-retro' motorcycle from the company made for those who dare to live the #Unscripted way of life. With this launch in Colombia, TVSM has added another significant product to the market.

Designed from the ground up, TVS RONIN is a lifestyle statement that takes inspiration from the modern, new-age rider. TVS RONIN is designed with the style, technology, and riding experience to promote an unscripted lifestyle for the new generation of urban riders. The 225cc motorcycle weighs 160 Kgs and delivers a whopping 20.4 PS Power, making it one of the best power to weight ratio in its category, along with a 19.93 Nm Torque.

The motorcycle has been engineered with unique tech features like rain and urban ABS modes, Glide Through Technology (GTT) and Smart Bluetooth connectivity with voice and ride assistance, in a retro design package. Its brand philosophy - 'Live the Unscripted life' - stems from the motorcycle's unique capabilities, in the city and on the open road application.

TVS RONIN understands its customers and their key affinities when it comes to connecting with them across all touchpoints. Music, travel and social connections are key motivations for the TVS RONIN customer and the brand connects all these dots seamlessly through unscripted experiences.

Commenting on the launch, **Mr. Vimal Sumbly, Head Business - Premium, TVS Motor Company** said, *"TVS RONIN has been designed for riders who choose to live an unscripted way of life. We are absolutely thrilled to launch TVS RONIN in Colombia today, and are confident that this will encourage many young riders from the country to be spontaneous, fluidic and versatile while experiencing the joy of riding on this modern-retro motorcycle. With many years of commitment to building the international business portfolio, TVS Motor Company has set the benchmark in catering to diverse needs of two & three-wheeler buyers across the globe. Our launch of TVS RONIN in more markets is one step further in achieving our global ambitions and offer the best products to our global customer."*

Commenting on the launch, **Mr. Rahul Nayak, Vice President – International Business, TVS Motor Company**, said, *"The launch of the new TVS RONIN is a significant milestone for TVSM in Colombia. It will further enable the motorcycle enthusiasts and the overall biking community to experience TVS RONIN's unique design, cutting edge technology and connected features. With the launch of this motorcycle in the country, we have further expanded our product portfolio by introducing a new modern-retro segment that will bring with it a premium lifestyle experience for our customers."*

TVS RONIN TD (Triple tone dual channel ABS) will be available in Colombia in select TVS Motor outlets across the country at a retail price of 14,999,999 Colombian Peso.

Key features of the new TVS RONIN

Effortless Experience Riding

- Rain & Urban ABS Modes
- Single and Dual Channel ABS
- Integrated Starter Generator (ISG) – Low noise feather touch start
- Upside Down Front Fork (USD)
- Rear Monoshock
- Glide Through Technology (GTT)
- Assist and Slipper Clutch
- 3-Step Adjustable lever

A New Story in Style

- All LED Lamps
- Signature T-shaped pilot lamp
- Asymmetric Speedometer
- Exhaust & Muffler design
- Chain Cover
- 9 Spoke Alloy Wheels
- Block Tread Tyres

State of the art Technology

- Digital Cluster (DTE - Distance to Empty, ETA – Estimated Time of Arrival, Gear Shift Assist, Side Stand Engine Inhibitor, Service Due Indication, Low Battery Indicator)
- Voice Assist
- Turn by Turn Navigation
- Incoming Call Alert / Receive
- Ride Analysis on TVS SmartXonnect™ App

A Whole New Lifestyle

- Comfortable riding experience across terrains
- TVS RONIN CuLT – where Culture, Lifestyle, and Travel come alive

Digital Riding Experience

- Digital cluster with SmartXonnect™
- AR experience through the TVS ARIVE App

Exclusive Accessories

- Curated kits with exclusive accessories

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

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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:

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