

8th December 2023

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 - Setting adrenaline ablaze, TVS Motosoul 2023 returns in Goa; announces collaboration with Alpinestars, showcases 7 new custom bikes, and more on Day 1

We enclose a Press Release regarding "**Setting adrenaline ablaze, TVS Motosoul 2023 returns in Goa; announces collaboration with Alpinestars, showcases 7 new custom bikes, and more on Day 1**", for dissemination.

Date and time of occurrence of event: December 8, 2023 at 4:00 P.M.

Thanking you,

Yours truly,
For TVS MOTOR COMPANY LIMITED

K S Srinivasan
Company Secretary

Encl : a/a

Setting adrenaline ablaze, TVS Motosoul 2023 returns in Goa; announces collaboration with Alpinestars, showcases 7 new custom bikes, and more on Day 1

- Announces collaboration with Alpinestars, demonstrating their shared focus on safe riding
- The company extends its customisation platform to its recently launched flagship motorcycle TVS Apache RTR 310

Goa, December 8, 2023: After taking the celebration of the unbreakable bond between man and machine to new heights, and bringing together biking communities from across the globe, TVS Motor Company marked an exhilarating start to TVS Motosoul 2023 in the heartland of Goa, today.

Driven by the determination of bringing to life a feeling, Day 1 of TVS Motosoul 2023 was packed with high-octane, adrenaline blazing events including the announcement of TVS Motor's association with Alpinestars. This was followed by the unveiling of seven stunning custom builds based on the company's newly launched flagship motorcycle – TVS Apache RTR 310, and TVS Ronin models. This display of innovation and craftsmanship underscores TVS Motor's commitment to pushing the boundaries of design and performance.

"TVS Motosoul has become synonymous as a haven for riding communities that share a common love for motorcycling. Driven by TVS Motor's focus towards global premiumisation, led by our flagship brands - TVS Apache and TVS Ronin, we are today a strong global community of over 5 million customers. To celebrate this community, and their camaraderie and passion for motorcycling, we are thrilled to return with the third edition of TVS Motosoul, which is not just a festival, it's a feeling." – **Vimal Sumbly, Head Business – Premium, TVS Motor Company.**

Speaking on the partnership and custom launches, he adds, *"As part of our continuous efforts to elevate the experience for our customers, we are delighted to announce a strategic collaboration with Alpinestars. This partnership signifies our commitment to rider safety, comfort, and style, ensuring that our customers enjoy the thrill of riding with the globally renowned best-in-class gear. Furthermore, we are excited to unveil seven exceptional custom builds at TVS Motosoul, demonstrating our passion for pushing the limits of design and performance. These builds showcase the versatility of our products, and exemplify our commitment to offering an unparalleled experience."*

Collaboration with Alpinestars

TVS Motor announced a thrilling collaboration between TVS Racing - India's first factory racing team which has been scripting racing history since 1982 with Alpinestars, a renowned name in the world of high-performance riding apparel and gear. The association between aims to combine TVS Motor's cutting-edge technology and Alpinestars' expertise in safety and innovation, to enhance the overall riding experience for customers. This association goes beyond the track, extending to the rider's identity with the introduction of co-branded riding gear and urban wear. This move aims not only to enhance the safety and performance of riders but also to create heightened visibility, showcasing the synergy between two brands committed to excellence in the world of motorcycling.

World of customisation

Extending its commitment of bringing refreshed and innovative custom builds, TVS Motor showcased seven motorcycles based on the TVS Apache RTR 310 and TVS Ronin, which have been developed after collaborating with popular custom builders from different geographies.

- Smoked Garage (Indonesia) TVS Ronin custom bike named 'RYOMA' (Street Scrambler)
- Rajputana Customs (India) TVS Ronin custom (Off-road/True Scrambler)
- TVS Ronin Factory custom bike by TVS Factory Racing Team named Dark Bobb
- Smoked Garage (Indonesia) TVS Apache RTR 310 custom bike named 'TRICKSTER' (Freestyler stunt ready)
- 3 stunt custom bikes by TVS Factory stunt riders on TVS Apache RTR 310

PRESS RELEASE



Day 1 of TVS Motosoul undoubtedly set the stage for an exciting and action-packed event, including a host of curated experiences for customers like TVS Drift-R school, virtual gaming arena, freestyle zone, and unique engagement zones. The day ended on a musical high with electrifying performances by the likes of Farhan Akhtar and Karan Kanchan.

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

For more information, contact –

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