

31<sup>st</sup> July, 2019

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

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

Dear Sir,

**Reg : Press Release - TVS Motor Company announces MotoSoul – a global event for performance motorcycle enthusiasts**

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We enclose a Press Release regarding "TVS Motor Company announces MotoSoul – a global event for performance motorcycle enthusiasts", for dissemination.

Thanking you,

Yours truly,  
For TVS MOTOR COMPANY LIMITED

  
K Srinivasan  
Company Secretary

Encl : a/a

# Press Release - Draft

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## **TVS Motor Company announces MotoSoul – a global event for performance motorcycle enthusiasts**

- *MotoSoul will be held in Goa in October 2019*
- *The event will witness union of Apache Owners Group across geographies*

**Bengaluru, July 31, 2019:** TVS Motor Company, a reputed manufacturer of two-wheelers and three-wheelers in the world today, announced a global event for performance motorcycle enthusiasts – MotoSoul. Held in association with TVS Racing – the factory racing team of TVS Motor Company, MotoSoul is scheduled between 18<sup>th</sup> & 19<sup>th</sup> October, 2019 in Vagator, Goa.

The event aims at establishing a strong connect with Apache Owners Group as well as performance motorcycle enthusiasts across the world to celebrate their love for motorcycles. MotoSoul will be an annual event with MotoSoul 2019 being the first edition.

Commenting on the new initiative **Mr. Meghashyam Dighole, Head - (Marketing) Premium Motorcycles, TVS Motor Company**, said *“MotoSoul is our flagship initiative to create a differentiated platform for our global brand – TVS Apache. The brand has built a strong community of over 3.5 million customers across the globe with our differentiated customer experience initiatives such as Apache Owners Group, Apache Racing Experience & Apache Pro Performance. MotoSoul is a culmination of the Apache Owners experience as well as an opportunity for global performance motorcycle enthusiasts to experience our products, interact with our racers, experts, and be united by their passion for motorcycling.”*

MotoSoul will host an array of racing and adventurous activities, interactive sessions with national, international racing champions and TVS R&D. The event will also witness a host of fun activities including gala nights on both the days. MotoSoul will see exclusive showcase of exciting products from the stables of TVS Motor Company.

MotoSoul 2019 early bird online registrations will commence today at [www.tvsapache.com/MotoSoul](http://www.tvsapache.com/MotoSoul)

# Press Release - Draft

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## **About TVS Motor Company**

TVS Motor Company is a reputed two and three-wheeler manufacturer and is the flagship company of the USD 8.5 billion TVS Group. We believe in Championing Progress through Mobility. 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 endeavor to deliver the most superior customer experience at all our touch points across 60 countries. 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 for four years. We have been ranked No. 1 Company in the J.D. Power Customer Service Satisfaction Survey for consecutive four years. For more information, please visit [www.tvsmotor.com](http://www.tvsmotor.com).

*For further information, please contact*

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**TVS** *Racing*

**MOTO  
SOUL**

**DAYS** 18<sup>th</sup> - 19<sup>th</sup> OCT 2019  
VAGATOR, GOA

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