

24<sup>th</sup> November 2022

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 Motor Company expands its global footprint; launches its first TVS Experience Centre in Singapore**

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We enclose a Press Release regarding "**TVS Motor Company expands its global footprint; launches its first TVS Experience Centre in Singapore**", for dissemination.

Thanking you,

Yours truly,  
For TVS MOTOR COMPANY LIMITED

K S Srinivasan  
Company Secretary

Encl : a/a

# PRESS RELEASE

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## **TVS Motor Company expands its global footprint; launches its first TVS Experience Centre in Singapore**

*The state-of-the-art showroom in UBI Industrial estate, Singapore will offer select models from TVS Motor's premium motorcycle portfolio*

**Singapore, November 24, 2022:** TVS Motor Company, a reputed manufacturer of two-wheelers with sales of over three million units globally, today inaugurated its first state-of-the-art TVS Experience Centre in Singapore. This launch is in line with the company's global expansion plans. The new TVS Experience Centre will offer a range of TVS Motor's premium motorcycles including the flagship model, TVS Apache RR310 for racing enthusiasts, and the TVS Apache RTR range for the performance seekers.

The company will introduce diverse products offerings, catering to both personal commuting as well as the delivery premium segment in Singapore. This centre will additionally have vehicle servicing facility, spare parts, and the full range of merchandise to choose from.

The TVS Apache series was born on the racetrack, incorporating learnings from more than 40 years of TVS Racing experience – the factory racing team of TVS Motor Company with a history of 40 years in motorsports. Offering superior products into the market that connect with customers who are also racing enthusiasts, TVS Apache series have always been at the forefront of technology and innovation since its launch in 2005. Through the years, the brand has introduced first-in-segment features & technology to the customers, recording strong year on year export volumes across 80 countries.

TVS Apache has redefined the sports segment by focusing on race performance, making it a highly desirable product for sports enthusiasts. This has resulted in creating a customer base of over 4.8 million across the globe.

Speaking at the occasion, **Mr. Vimal Sumbly, Head Business – Premium at TVS Motor Company** said, *“The TVS Apache Series have always been at the forefront of technology & innovation since its launch in 2005 and continue to set a benchmark in the performance segment. The vehicles under the stable of TVS Apache series have offered multiple first-in-segment & best-in-class features & technology to the customers, starting from Fuel injection, ABS, Dual Channel ABS, Slipper Clutch, to the most recent SmartXconnect™, Ride Modes, LED Headlamp, and democrating racing. Our expansion into Singapore, with the launch of the TVS Apache series, is instrumental in our premiumisation story and we are confident of widening our community of Apache owners in the country.”*

Commenting on the Singapore launch, **Mr. Rahul Nayak, Vice President – International Business, TVS Motor Company**, said, *“With many years of commitment to building the international business portfolio,*

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*TVS Motor Company has set the benchmark in catering to diverse needs of buyers across the globe. Our launch in Singapore is one step further in expanding globally in achieving our global ambitions.”*

Commenting on the showroom launch, **Mr. J Thangarajan, President Director – PT TVS Motor Company, said,** *“We are delighted to expand our presence in the ASEAN region, with our new TVS Experience Centre in Singapore with Motorsport Pte Ltd. They have a rich experience in the region and share our values of keeping customers at the core of our offerings. This state-of-the-art experience centre inaugurated here in Singapore will further consolidate our presence in the region. It will pave the way for us to explore newer opportunities in the world of mobility, as we introduce our premium range of two-wheelers: the flagship model TVS Apache RR310 and the TVS Apache RTR series along with a slew of other experiences for the auto enthusiasts in Singapore.”*

**Mr Herbert Teh, Director- Motorsport Pte Ltd said,** *“We will be representing TVS Motor Company with great pride to cater to the Singapore customers. With the product technology and quality of TVS Motor products, combined with our market presence and reach, we are confident that we will meet the customer expectation in the country.”*

TVS Motor Company has partnered with **‘Motorsport Pte Ltd (part of the Chong Aik Group)’** who will be the distributors for Singapore Market. Motorsport has strong presence in the region with 6 retail outlets and 8 warehouses. Established in 1994, they currently have exclusive distributorship for more than 40 brands, whilst also being the stockiest for genuine parts, apparels, and motorcycle accessories.

### **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 119-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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