

9th 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 - TVS Motosoul 2023 ends on a new high; launched the TVS Apache RTR 160 4V with Dual Channel ABS and Voice Assist

We enclose a Press Release regarding "**TVS Motosoul 2023 ends on a new high; launched the TVS Apache RTR 160 4V with Dual Channel ABS and Voice Assist**", for dissemination.

Date and time of occurrence of event: December 9, 2023 at 5:00 P.M.

Thanking you,

Yours truly,
For TVS MOTOR COMPANY LIMITED

K S Srinivasan
Company Secretary

Encl : a/a

TVS Motosoul 2023 ends on a new high; launched the TVS Apache RTR 160 4V with Dual Channel ABS and Voice Assist

- Unveiled the most powerful TVS Apache RTR 160 4V which now comes with the ultimate control through Dual Channel ABS, and offers weight reduction of 2 kgs
- Announced an extension to its collaboration for next season, with a focus on introducing a co-branded merchandise range

Goa, December 9, 2023: The third edition of **TVS Motosoul – the flagship motorcycle festival by TVS Motor Company** - concluded successfully in Goa today. Two days filled with fun; revving and exhilarating events. This edition of the festival saw thousands of motorcycle enthusiasts participate in the festival. Day 2 marked the unveiling of the new **TVS Apache RTR 160 4V**, one of the most powerful motorcycles in the 160cc segment. It has dual channel ABS and Voice Assist. This is in line with TVS Motor's commitment to safety while experiencing the joy of riding a motorcycle.

Key highlights of the new TVS Apache RTR 160 4V

- Highest power in segment 17.6 PS
- Highest power-to-weight ratio
- Dual Channel ABS with Rear Lift Protection
- Reduction in bike by 2 kgs
- 3 Ride Modes
- SmartXconnect with Voice Assist
- LED Headlamp with DRL

The other important announcement at the festival was the **extension of TVS Motor and Petronas' collaboration** for the next season. The focus of the partnership will also be on introducing co-branded merchandise that aligns with the values and identity of both the brands. TVS Motor entered into a partnership with Petronas in 2022 - an alliance that saw the progressive energy company become the partner of TVS Racing - India's first factory racing team rebranded as Petronas TVS Racing.

Commenting on events of day 2, **Mr. Vimal Sumbly, Head Business - Premium, TVS Motor Company** said, "TVS Motosoul is a platform that offers a complete range of motorcycling experience aligned to the varied interests of the biking community. It brings together riders, customers, enthusiasts, music lovers. The event has always stayed true to the TVS commitment of innovation and pushing boundaries. The last two days have been memorable and we are happy to be catalysts to a festival that actually belongs to the motorcycling community."

TVS Apache RTR 160 4V with Dual Channel ABS and Voice Assist

TVS Apache built out of TVS Racing through the track to road concept has created the best-in-segment performance, technology, riding dynamics and safety. This new variant will be available in an all new Lightening Blue colour and Matte Black colour. Both colours will feature sporty red alloy wheels, and is priced at Rs 1,34,990 (ex-showroom Tamil Nadu).

Extension of partnership with Petronas

TVS Motor Company is extending its partnership with Petronas. The Petronas TVS Racing association has completed 2 seasons with 80% wins across different race formats in India. The partnership will now also focus on introducing co-branded merchandise that aligns with the values and identity of both brands. T-shirts, sweatshirts, caps, shirts and bags, all co-branded will shortly be available.

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

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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 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:

Nikita Verma – nikita.verma@tvsmotor.com