

16th December 2022

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 RR 310 and TVS RTR 200 at Expo Moto in Mexico

We enclose a Press Release regarding "**TVS Motor Company launches TVS RR 310 and TVS RTR 200 at Expo Moto in Mexico**", for dissemination.

Thanking you,

Yours truly,
For TVS MOTOR COMPANY LIMITED

K S Srinivasan
Company Secretary

Encl : a/a

TVS Motor Company launches TVS RR 310 and TVS RTR 200 at Expo Moto in Mexico

- TVS RR 310 comes in titanium black colour along with new features like Throttle-by-Wire, 5" Multi Information Race Computer and Superior Michelin Road 5 Tyres
- TVS RTR 200 is powered by advanced engine equipped with RT-Fi - Race Tuned Fuel injection technology, with an in-built first-in- segment GTT - Glide Through Traffic capability

Mexico, December 16, 2022: TVS Motor Company, a reputed manufacturer of two-wheelers and three-wheelers globally, today announced the launch of TVS RR 310 and TVS RTR 200 4V at the Expo Moto in Mexico. The motorcycling show par excellence, Expo Moto presents the scoops and launches of the automobile brands across the world.

The TVS RR and RTR series 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, the 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.

Commenting on the launch, **Mr Vimal Sumbly, Head Business – Premium at TVS Motor Company said,** *“We are delighted to introduce TVS RR 310 and TVS RTR 200 at the Expo Moto in Mexico. Both motorcycles have been the favourite amongst motorcycle enthusiast and is considered an ultimate track machine since its launch. With a platform like Expo Moto, we are hoping to reach out to the motorcycle enthusiasts in Mexico and give them an experience of great performance motorcycling through our products.”*

Commenting on this, **Mr. Rahul Nayak, Vice President, International Business, TVS Motor Company,** said, *“Mexico is an important market for TVS Motor Company, and we plan to expand our offerings for the consumer base. We have recently tied up with the one of the biggest retails chains, Coppel in Mexico. With many years of commitment to building the international business portfolio, TVS Motor Company has set the benchmark in catering to diverse needs of the buyers across the globe. Expo Moto is a fantastic platform to showcase our products and marks a step towards TVS Motor Company’s long-term plans to serve the customers globally.”*

The all new TVS RR 310 BS-VI motorcycle boasts of superior race features like Throttle-by-Wire technology that enables a smooth ride experience. The motorcycle also introduces a state-of-art UI/UX designed interactive 5" Vertical TFT Multi Information Race Computer with Control Cubes, Bluetooth Enabled SmartXonnect™ and 4 ride modes namely - Urban, Rain, Sport, and Track. These ride modes will allow the rider to choose the performance of the vehicle according to different riding conditions and achieve optimum performance of the engine & ABS system. This allows the rider to experience the benefits of slow speed crawling, acceleration, fuel economy, braking, safety, and stability.

PRESS RELEASE



TVS RTR 200 4V motorcycles come equipped with attractive race graphics along with an all-new LED headlamp with claw styled position lamps that offers best in class long range light penetration and an enhanced widespread. The RTR series is enabled with Race Tuned-Fuel injection 'RT-Fi' technology which is specially designed to ensure an enjoyable racing experience in all driving condition throughout the engine's life. It features an in-built First in segment GTT - Glide Through Traffic capability for low-speed urban riding and enables an extremely smooth and controlled ride.

TVS Motor showcased all its motorcycle portfolio in Mexico at the Expo. Stand was operated by Mexico's TVS Motor importer Grupo Motomex. Grupo Motomex is 63-year Group leader in the Motorcycle Industry in Mexico, which has been TVS Motor Company's importer for the last 12 years. Motomex is currently focused in developing the two and three-wheeler TVS Motor products in Mexico, through dealer network and retailers.

About TVS Motor Company

TVS Motor Company is a reputed two and three-wheeler manufacturer globally, championing progress through Mobility with a focus on sustainability. 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 for five years. 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

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