

7<sup>th</sup> November 2023

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,

**Reg : Press Release - TVS Motor Company launches TVS King Duramax Plus**

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We enclose a Press Release regarding "**TVS Motor Company launches TVS King Duramax Plus**", for dissemination.

*Date and time of occurrence of event: November 7, 2023 at 02:30 P.M.*

Thanking you,

Yours truly,  
For TVS MOTOR COMPANY LIMITED

K S Srinivasan  
Company Secretary

Encl : a/a

## **TVS Motor Company launches TVS King Duramax Plus**

**Bengaluru, November 7, 2023:** TVS Motor Company, a reputed manufacturer of two-wheelers and three-wheelers in the world, today announced the launch of its new three-wheeler, TVS King Duramax Plus. The TVS King Duramax Plus will be available in CNG and petrol variant.

The TVS King Duramax Plus is positioned as '*Har Raste ka Humsafar*', features dual-rated front suspension, guaranteeing a smoother and more comfortable ride. The spacious cabin comfortably accommodates three passengers, while the inclusion of an all-gear start system ensures a hassle-free ride. Tubeless tyres add an extra layer of convenience and safety for both drivers and passengers. TVS King Duramax Plus sports a refreshed front look, featuring a state-of-the-art LED headlamp that adds to its appeal and enhances visibility during low-light conditions. Complementing this, the striking new LED tail lamp further improves visibility and safety. It also comes packed with a redesigned passenger cabin with style and comfort.

Commenting on the launch, **Rajat Gupta, Business Head - Commercial Mobility, TVS Motor** added, *"TVS Motor continues to lead the way in innovation and customer-centric offerings. We take immense pride in introducing the TVS King Duramax Plus, a true testament to our commitment to delivering products that consistently delight customers. With this addition, we are confident of setting benchmarks in style, performance, and safety, ensuring that every journey is nothing short of exceptional."*

The TVS King Duramax plus is powered by 225 cc 4 stroke liquid cooled single cylinder SI engine that churns out a maximum power output of 7.9 kW @ 4,750 rpm in petrol variant and 6.7 kW @ 5,000 rpm in CNG variant.

TVS King Duramax Plus is priced at **Rs 257,190/- ( CNG Variant) & Rs 235,552/- ( Petrol Variant)** Ex-Showroom, Bengaluru.

### **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](http://www.tvsmotor.com).

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