

17th May 2024

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 – "#THEUNSTOPPABLE TVS APACHE RTR 160 SERIES
BLAZE IN WITH THE LAUNCH OF THE ALL NEW BLACK EDITION"**

We enclose a Press Release regarding "**#THEUNSTOPPABLE TVS APACHE RTR 160
SERIES BLAZE IN WITH THE LAUNCH OF THE ALL NEW BLACK EDITION**", for
dissemination.

Date and time of occurrence of event: May 17, 2024 at 11:45 A.M.

Thanking you,

Yours truly,
For TVS MOTOR COMPANY LIMITED

K S Srinivasan
Company Secretary
Encl.: a/a

#THEUNSTOPPABLE TVS APACHE RTR 160 SERIES BLAZE IN WITH THE LAUNCH OF THE ALL NEW BLACK EDITION

Delhi, May 17, 2024: TVS Motor Company (TVSM) - a leading global automaker that operates in the two and three-wheeler segment today launched '**A Blaze of Black**' Dark Edition variant of the TVS Apache 160 series motorcycles, namely the TVS Apache RTR 160 and RTR 160 4V. The Apache RTR 160 4V is India's most powerful 160cc oil cooled motorcycle putting out 17.6 PS @ 9250 power. Both motorcycles come with best-in-segment performance features including three ride modes, digital LCD cluster, LED headlamp and taillamp and GTT. The segment first ride modes are a combination of engine and ABS mode to give 3 modes – Sport, Urban and Rain which are engineered for different riding environments.

With a strong presence in over 60 countries, TVS Apache has become the fastest growing sports motorcycle brand world over. Born out of the TVS Racing DNA, the series leads in innovation right from its performance, unique design, technology to engineering which are focused on rider engagement, safety and comfort. Built and developed around the **Track To Road** philosophy, the TVS Apache series has helped democratise racing and grown exponentially from just a product to a highly aspirational motorcycle brand.

Speaking on the announcement, **Vimal Sumbly, Head Business – Premium, TVS Motor Company**, said, *"Rooted in a rich racing legacy of over four decades, the TVS Apache series has evolved into a global community of over 5.5 million enthusiasts, making it one of the fastest growing premium motorcycle brands worldwide. Demonstrating its relentless pursuit of performance, the TVS Apache series stands as a testament to cutting-edge technology. Now, with the captivating new Black Edition of the TVS Apache RTR 160 series, it is set to appeal to our customers with an bolder and sportier look."*

With its shiny black finish and completely new avatar, the bike exudes a fearless and unstoppable spirit that sets it apart from the rest. The minimal graphics design with a black TVS logo embossed on its tank and blacked out exhaust, further enhances this stunning machine's aesthetic appeal.

Key Features of the TVS Apache RTR 160 4V	Key Features of the TVS Apache RTR 160
<ul style="list-style-type: none">• Highest power in segment 17.6 PS• Highest power-to-weight ratio• 3 Ride Modes• SmartXconnect with Voice Assist• LED Headlamp with DRL	<ul style="list-style-type: none">• 3 Ride Modes - Rain, Urban and Sport• SmartXconnect with Voice Assist• LED Headlamp

The Black Edition - TVS Apache RTR 160 series will be available PAN India at a price of Rs 1,20,420 (ex-showroom Delhi) for TVS **Apache RTR 160**, and Rs. 1,24,870 (ex-showroom Delhi) for the TVS **Apache RTR 160 4V**.

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 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. Additional details and updates are available on www.tvsmotor.com

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