

19th November 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 - "TVS MOTOR COMPANY LAUNCHES TVS APACHE RTR
160 4V WITH NEW FEATURES AND TECHNOLOGY"**

We enclose a Press Release regarding "**TVS MOTOR COMPANY LAUNCHES TVS APACHE
RTR 160 4V WITH NEW FEATURES AND TECHNOLOGY**", for dissemination.

Date and time of occurrence of event: November 19, 2024 at 10:00 A.M.

Thanking you,

Yours truly,

For TVS MOTOR COMPANY LIMITED

K S Srinivasan
Company Secretary
Encl.:a/a

TVS MOTOR COMPANY LAUNCHES TVS APACHE RTR 160 4V WITH NEW FEATURES AND TECHNOLOGY

- *TVS Apache, one of the fastest growing sports motorcycle brand reinforces its leadership by introducing an upgrade to its TVS Apache RTR 160 4V to further strengthen the brand's offering packed with innovation*
- *The motorcycle comes equipped with a robust 160cc engine, 37mm USD suspension, and advanced features like segment-first ride modes, delivering exceptional control and stability*
- *A leader in the 160cc segment, TVS Apache 160 4V has been consistently delivering exceptional performance, making it the most loved motorcycle in its segment*
- *The motorcycle will be available at an attractive price of INR 1,39,990 (ex-showroom New Delhi) for all colours*

Bengaluru, November 19, 2024: Known for delivering on its commitment to innovation and technology, TVS Motor Company, a global leader in two- and three-wheeler vehicles introduces a refreshed TVS Apache RTR 160 4V with new features and technology. Equipped with features tailored to meet the evolving needs of today's riders, TVS Motor reaffirms its commitment to bringing high-performance motorcycles with cutting-edge technology, refined aesthetics, and enhanced capabilities to the market.

This latest edition of the TVS Apache RTR 160 4V offers a powerful blend of cutting-edge tech integration, improved performance, and unmatched aesthetic appeal for customers, and is designed to cater to a new generation of riders who seek style, agility, and precision in every ride.

Engineered for Agility

Equipped with a 159.7cc, oil-cooled, fuel-injected, 4-valve engine that generates 17.55 PS at 9,250 rpm and 14.73 Nm of torque at 7,500 rpm, the TVS Apache RTR 160 4V offers an impressive power and smooth handling. Its segment-first 37mm Upside Down (USD) suspension and three distinct ride modes—Sport, Urban, and Rain—enhances control, stability, and adaptability across diverse riding conditions. This advanced performance setup enables riders to manoeuvre confidently, whether on open highways or navigating city streets.

Effortless Commuting, Elevated by Innovation

The latest edition of TVS Apache RTR 160 4V is packed with innovative rider-friendly features. TVS SmartXonnect™ technology enables Bluetooth connectivity, providing turn-by-turn navigation, call and SMS alerts, and voice assist. Glide Through Technology (GTT) supports a seamless and smooth ride in dense city traffic, while adjustable brake and clutch levers enhance comfort, catering to varied rider preferences.

A Palette to Stand Out

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Designed with striking aesthetics, the new edition of TVS Apache RTR 160 4V's colour palette includes eye-catching options: **Granite Grey, Matte Black, and Pearl White**. These dynamic colours are complemented by sporty, race-inspired graphics, golden-finish USD forks, and red alloy wheels. The motorcycle exudes a sleek yet aggressive aesthetic, perfectly balancing style and substance.

Bringing forth Best in Class Features

Category	Specifications
Engine	159.7cc, oil-cooled, fuel-injected, 4-valve
Power	Max 17.55 PS @ 9250 rpm
Torque	Max 14.73 Nm @ 7500 rpm
Suspension	37mm USD Front Suspension
Ride Modes	Sport, Urban, Rain
Brakes	Dual-channel ABS with RLP
Connectivity	TVS SmartXonnect™ with Bluetooth, Voice Assist
Comfort	Adjustable Brake & Clutch Levers
Lighting	LED Headlamp & Taillamp
Exhaust	Bullpup exhaust with signature note

Commenting on the launch, **Vimal Sumbly, Head of Business – Premium, TVS Motor Company** said, *“We are proud to lead the way in engineering and innovation in motorcycles. With that commitment, we are excited to announce the upgrade of the TVS Apache RTR 160 4V with cutting-edge features and advanced technology. Built on a rich racing legacy, the TVS Apache Series proudly serves over 5.5 million enthusiasts, making it one of the fastest-growing premium motorcycle brands globally. We are committed to meeting the evolving needs of our customers by integrating performance, technology, and style. By constantly evolving in our set of offerings, we have set new benchmarks for performance motorcycles in India.”*

The new edition of TVS Apache RTR 160 4V stands out as a testament to innovation and design in the world where performance meets style, with its striking aesthetics and best-in-class features, this motorcycle is poised to redefine the riding experience — where every journey becomes an adventure for enthusiasts across the country.

About Company

TVS Motor Company (BSE:532343 and NSE: TVSMOTOR) is a reputed two and three-wheeler manufacturer globally, championing progress through sustainable

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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.

For more information, please contact:

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