

3rd October 2018

BSE Limited,
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai 400 001.
Scrip code: 532343

National Stock Exchange of India Ltd.,
Exchange Plaza, 5th Floor,
Bandra-Kurla Complex,
Bandra (E), Mumbai 400 051.
Scrip code: TVSMOTOR

Dear Sir,

Reg : Press Release - TVS Apache RTR 160 4V crosses 1 lakh sales milestone in a record span of six months since launch

We enclose a Press Release regarding "TVS Apache RTR 160 4V crosses 1 lakh sales milestone in a record span of six months since launch", for dissemination.

Thanking you,

Yours truly,
For TVS MOTOR COMPANY LIMITED


K Srinivasan
Company Secretary

PRESS RELEASE



TVS Apache RTR 160 4V crosses 1 lakh sales milestone in a record span of six months since launch

Hosur, October 03, 2018: TVS Motor Company, a reputed manufacturer of two-wheelers and three-wheelers in the world today announced that their new 160cc motorcycle offering TVS Apache RTR 160 4V has crossed the 1 lakh sales mark. Launched in March 2018, the motorcycle has achieved the milestone in a span of six months.

The TVS Apache RTR 160 4V is a testimony to TVS Racing's rich 36-year legacy in motorsports. It is born of the six-time Indian National Motorcycle Road Racing Championship (INMRC) winning motorcycle – (Group B RTR 165) and comes with a 4-valve, oil-cooled engine that offers best-in-class performance.

Commenting on the milestone, **Mr. Arun Siddharth, Vice President Marketing – Premium Two Wheelers, International Business & TVS Racing**, said, *“The TVS Apache RTR 160 4V has raced to the 1 lakh sales milestone in a record span of six months due to its superior performance and strong racing positioning. The motorcycle has resonated with enthusiasts across the country thus exponentially increasing our loyal Apache tribe. This community was built by superior products and a host of owner engagement initiatives which have today successfully created a strong and connected owner base. We are grateful for their support and it fuels our endeavour to create customer delight by providing them with best-in-class products and Apache owner engagement initiatives.”*

The TVS Apache RTR 160 4V is available in both Carburetor and EFI variants, with the latter christened as TVS Apache RTR 160 Fi 4V. The motorcycle gets a 159.7 cc, single-cylinder, 4-stroke, 4-valve, oil-cooled engine that churns out 16.8 PS @8000 rpm (EFI) and 14.8 Nm @ 6500 rpm (EFI), 16.5 PS @8000 rpm (Carb) and 14.8 Nm @ 6500 rpm (Carb). The engine is mated to a 5-speed super-slick gear box that offers a precise and powerful riding experience.

Staying true to its racing pedigree, the TVS Apache RTR 160 4V has the most powerful oil cooled 160cc engine, enabling the best performance in its class and boasts of a top speed of 114 kmph (EFI), 113

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kmph (Carb). Complete with best-in-class power-to-weight ratio, the motorcycle does an astounding 0-60 kmph in 4.8 seconds (EFI) and 4.73 seconds (Carb).

With a fully-digital speedometer, the design of the new TVS Apache RTR 160 4V offers sleek styling along with the race-spec aspects of the INMRC race machine – RTR 165. The motorcycle boasts of a compact race design with chequered flag decals on the tank, a fitting homage to its winning streak on the race track.

TVS Apache RTR 160 4V series is available in three stunning colours, namely, Racing Red, Metallic Blue and Knight Black.

The motorcycle is priced at:

EFI: Rs 91,810 (Ex showroom Delhi)

Carb (Front Disc): Rs 82, 810 (Ex showroom Delhi)

Carb (Rear Disc): Rs 85, 810 (Ex showroom Delhi)

About TVS Motor Company

We are a reputed two and three-wheeler manufacturer, and the flagship company of the USD 7 billion TVS Group. We believe in Championing Progress through Mobility. Rooted in our 100-year legacy of Trust, Value, Passion for Customers and Exactness, we take pride in making internationally aspirational products of the highest quality through innovative and sustainable processes. We endeavour to deliver the most superior customer experience at all our touch points across 60 countries. 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 the past four years. We have been ranked No. 1 Company in the J.D. Power Customer Service Satisfaction Survey for consecutive three years.

For more information, please visit www.tvsmotor.com.

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