

7th March 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

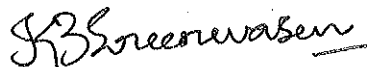
Dear Sir,

**Reg : Press Release - Company rolls out the new range of TVS
Apache RTR 200 4V with Anti-Reverse Torque (A-RT) Slipper
Clutch' technology**

We enclose a Press Release regarding the roll out of new range of TVS
Apache RTR 200 4V with Anti-Reverse Torque (A-RT) Slipper Clutch'
technology, for dissemination.

Thanking you,

Yours truly,
For TVS MOTOR COMPANY LIMITED


K S Srinivasan
Company Secretary

Encl : a/a

PRESS RELEASE



TVS Motor Company rolls out the new range of TVS Apache RTR 200 4V with 'Anti-Reverse Torque (A-RT) Slipper Clutch' technology

- Termed as Race Edition 2.0, the motorcycle boasts of new racing-inspired graphics
- Equipped with a fly-screen for enhanced aerodynamics

Hosur, March 07, 2018: TVS Motor Company, a leading manufacturer of two-wheelers and three-wheelers globally, today rolled out the new generation of the TVS Apache RTR 200 4V. Termed as Race Edition 2.0, the new Apache RTR 200 4V gets the advanced 'Anti-Reverse Torque (A-RT) Slipper Clutch' technology. The Apache RTR 200 4V Race Edition 2.0 will also sport new racing-inspired graphics, lending the motorcycle a dynamic and aggressive stance. The series now boasts of a fly-screen for enhanced aerodynamics.

The TVS Apache RTR 200 4V Race Edition 2.0, is the first motorcycle in its class to be equipped with the advanced 'A-RT Slipper Clutch', a race-derived technology which is a testimony to the racing DNA of the RTR 200 4V engine. The 'A-RT Slipper Clutch' technology, accentuates the motorcycle's performance, with 22% reduction in clutch force for quicker upshifts, enabling the rider to achieve better lap times. The technology also aims at ensuring rider safety in highspeed downshifts, avoids wheel-hopping while cornering, and improves vehicle stability with the back-balance torque limiter effect. With exciting racing performance on offer, the introduction of the Slipper Clutch in TVS Apache RTR 200 4V Race Edition 2.0, also promises sharp and precise gear shifts with minimal effort.

Commenting on the introduction of the new TVS Apache RTR 200 4V Race Edition 2.0, **Arun Siddharth, Vice President (Marketing) – Premium Two Wheelers, International Business & TVS Racing** said, *"We build race machines for performance enthusiasts - the TVS Apache series is a testimony to our 35 years of racing heritage. Over the years, we have been at the forefront of setting benchmarks in bringing racing technology to performance motorcycles. The new TVS Apache RTR 200 4V Race Edition 2.0, takes the racing experience up by a significant notch as it is enabled with the 'A-RT Slipper Clutch' – a first in this segment. The entire TVS Apache RTR 200 4V range will don the dynamic racing-inspired decals along with a stylish and exclusively designed fly screen which is sure to accentuate the racing stance of the motorcycle thus making it a racing machine like no other."*

PRESS RELEASE



The motorcycle continues to be powered by a 197.75cc single-cylinder motor which is mated to a 5-speed gearbox. The engine develops 20.5 PS (Carb) / 21.0 PS (EFI) of power at 8500 RPM and 18.1 Nm of torque at 7000 RPM. The new range of TVS Apache RTR 200 Series will be enabled with the 'Anti-Reverse Torque (A-RT) Slipper Clutch' technology and sport the new graphics along with the fly-screen. The TVS Apache RTR 200 4V Race Edition 2.0 will be available in Carburetor, EFI as well as Carburetor with ABS variant.

Priced at Rs. 95185 (Carburetor), Rs. 107885 (EFI) and Rs. 108985 (Carburetor with ABS), (Ex-showroom Delhi), the series will be available across the country*.

(*EFI and ABS variants will be available only at select dealerships).

About TVS Motor Company

We are a leading 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 JD Power IQS and APEAL surveys for the past three years. We have been ranked No. 1 Company in the JD Power Customer Service Satisfaction Survey for consecutive two years. For more information, please visit www.tvsmotor.com.

For further information, please contact:

Varghese M. Thomas / PS Balakrishnan/ KS Harini

VM.Thomas@tvsmotor.com/Balakrishnan.ps@tvsmotor.com / ks.harini@tvsmotor.com



