

11th September 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 launches its super premium
motorcycle TVS Apache RR 310 in Nepal**

We enclose a Press Release regarding Company's launch of super premium
motorcycle TVS Apache RR 310 in Nepal, for dissemination.

Thanking you,

Yours truly,
For TVS MOTOR COMPANY LIMITED


K Srinivasan
Company Secretary

Encl : a/a

PRESS RELEASE



TVS Motor Company launches its super premium motorcycle

TVS Apache RR 310 in Nepal

The motorcycle was launched at NADA Auto Show 2018

Kathmandu, September 11, 2018: TVS Motor Company, a reputed manufacturer of two-wheelers and three-wheelers in the world, today, launched their super-premium motorcycle TVS Apache RR 310 at the National Automobile Dealers Association (NADA) Auto Show 2018 held in Kathmandu, Nepal.

TVS Apache RR 310 is the latest offering from the TVS Apache stable – a super-premium motorcycle brand from TVS Motor Company. TVS Apache RR 310 boasts of superior performance and riding dynamics, combined with a powerful, expressive design. The culmination of rich racing heritage thanks to TVS Racing's 36 years of racing excellence, the motorcycle also boasts of superior technology and razor-sharp handling.

Commenting on the launch of the new products, **Spokesperson, TVS Motor Company** said, *"Nepal is an important market for us and we are delighted to launch TVS Apache RR 310 here today. It is the most advanced and exclusive offering in our motorcycle portfolio, as it is a manifestation of 36 years of learnings from the race track, coupled with cutting-edge technology and key learnings from our global partners. We are sure that this motorcycle will find favour among the enthusiasts in Nepal."*

The TVS Apache RR 310 gets a 312cc, single-cylinder, 4-stroke, 4-valve, liquid-cooled engine that churns out **34 PS@9700 rpm and 27.3 NM@7700 rpm**. The engine is mated to a **6-speed super-slick gear box** that offers a precise and sharp race-shift experience. The motorcycle boasts of a **top speed of 160 kmph**, and **acceleration from 0-to-60 kmph in just 2.9 seconds**, thanks to an **advanced aerodynamics** package that promises the lowest coefficient of drag in this segment.

Staying true to 36 years of TVS Racing pedigree, TVS Apache RR 310 comes with an all-new, **race origin, light-weight trellis-frame chassis** for enhanced stiffness in straights, and flex for dynamic cornering capability, that result in best-in-class riding dynamics. The motorcycle uses a unique **reverse inclined DOHC (double overhead cam) engine with LCOC (liquid-cooled**

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oil coolant) technology. This facilitates a compact layout for an ideal power-to-weight ratio and better mass centralization.

The TVS Apache RR 310 is equipped with a **race-inspired vertical speedo-cum-tachometer** with **18 racing tell-tale diagnostics**, and a comprehensive post-ride analysis. The motorcycle is fitted with first-in-class **bi-LED twin projector head lamps** for maximum reach and visibility. The motorcycle is available in **Michelin Street Sport tyres**.

TVS Apache RR 310 sports a fully-faired, sporty design with superior ergonomics to ensure maximum ride comfort. The **Thermal Management System** on the motorcycle is fitted with a special gill profile to shield the rider's leg from engine heat, and aids better heat dissipation. To accentuate the handling and ride experience, the TVS Apache RR 310 gets the **Race Spec KYB Suspension** that is tested and tuned by MotoGP experts. Both, **Anti-Lock Braking System (ABS)** and **Electronic Fuel Injection (EFI)** system, will be available as standard on the TVS Apache RR 310.

The motorcycle comes in 2 impressive colours – **Racing Red and Sinister Black**.

TVS Motor Company's robust portfolio in the country includes two-wheeler brands such as:

1. TVS Apache RTR 160 2V, RTR 160 4V RTR 180 & 200
2. TVS Stryker
3. TVS Star City+
4. TVS Victor
5. TVS WEGO
6. TVS Jupiter Base, ZX & Classic
7. TVS Dazz
8. TVS Zest 110
9. TVS XL100
10. TVS XL100 Heavy Duty

The Company also sells its 200cc three-wheeler offering TVS King (Petrol) in the country.

PRESS RELEASE



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

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