

17th September 2026

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 / Madam,

Reg : Press Release - "TVS Motor Company Raises the Bar this Festive Season with Enhancements to its Premium Motorcycle Portfolio"

We enclose a Press Release regarding **"TVS Motor Company Raises the Bar this Festive Season with Enhancements to its Premium Motorcycle Portfolio"**, for dissemination.

Date and time of occurrence of event: September 17, 2026 at 1.05 P.M. (IST)

Thanking you,

Yours truly,

For **TVS MOTOR COMPANY LIMITED**

K S Srinivasan
Company Secretary

Encl.: a/a

TVS Motor Company Raises the Bar this Festive Season with Enhancements to its Premium Motorcycle Portfolio

- *Festive Cheer Extended Across TVS Apache portfolio and TVS Ronin*

Bengaluru/New Delhi, September 17, 2026: TVS Motor Company (TVSM), a part of TVS VENU, today brought the spirit of performance to the festive season with new enhancements across its premium motorcycle portfolio - TVS Apache and TVS Ronin.

At the heart of this festive refresh is **TVS Apache portfolio** - a performance-first, technology-forward and design-led brand born from TVS Racing. For over two decades, every TVS Apache has carried the brand's '**Track to Road**' philosophy, translating racing expertise into exhilarating everyday performance.

Today, with **over 7 million TVS Apache riders across 90 countries**, the brand has evolved into a global performance motorcycle community. **This festive season**, TVS Apache brings its latest performance, technology and design enhancements to riders, strengthening the experience that has defined the brand for more than 20 years.

The **TVS Ronin** brings its own distinctive expression with a new variant and enhancements across the Mid and Top variants, combining contemporary design, effortless performance and modern technology for riders who choose to stand apart. TVS Ronin's #Unscripted philosophy continues to resonate with riders seeking individuality and self-expression, with a global community of over 200,000 customers.

TVS Apache RTR

With over four decades of racing heritage, TVS Apache continues to bring together Racing DNA, performance and precision, technology, distinctive design and the thrill of riding. This spirit is amplified by the Apache Owners Group (AOG), one of India's most passionate riding communities, with over **500,000 registered members** brought together through rides, track experiences and immersive brand engagements.

Marking the milestone of over 7 million TVS Apache riders worldwide, TVSM has enhanced the **TVS Apache RTR 160, TVS Apache RTR 160 4V and TVS Apache RTR 200 4V**, with each motorcycle building on a distinct aspect of performance, bringing new technology and features across safety, connectivity, convenience, rider control and design to the TVS Apache RTR portfolio.

TVS Apache RTR 160 - Confidence & Control:

The TVS Apache RTR 160 is strengthened **with Traction Control System, Hazard lamps & LED TSLs** bringing greater confidence and control to every ride.

TVS Apache RTR 160 4V - Connected Performance:

The TVS Apache RTR 160 4V brings technology closer to the rider with a **TFT display with Google Map Mirroring, Panic Brake Alert** and a **Type-C charger** – combining connected technology with the motorcycle's performance character.

TVS Apache RTR 200 4V - Performance & Rider Control:

The TVS Apache RTR 200 4V builds on its performance credentials with **Front Adjustable USD suspension**, enabling greater rider control, while **TFT display with Google Map Mirroring, Panic Brake Alert** and **Type-C charger** add to its technology proposition.

With this update, the existing top-spec variants of the TVS Apache RTR 160, TVS Apache RTR 160 4V and TVS Apache RTR 200 4V will transition seamlessly into their new configurations, further strengthening TVS Apache's premium technology proposition.

New Updates

MODEL	NEW VARIANT	NEW FEATURES	COLOURS AVAILABLE	STARTING INR (EX-SHOWROOM DELHI)
TVS Apache RTR 160	Dual Channel ABS with TCS	• Traction Control System • Hazard lamps • LED TSLs	• Matte Black with Red alloy wheels • Pearl White with Red alloy wheels • Arctic Teal • Granite Grey	127,990
TVS Apache RTR 160 4V	TFT with Map Mirroring	• Google Map Mirroring • Panic Brake Alert • Type-C charger	• Arctic Teal with Champagne Gold alloy wheels • Matte Black • Racing Red • Marine Blue	141,440
TVS Apache RTR 200 4V	TFT with Map Mirroring	• Front Adjustable USD suspension • Google Map Mirroring • Panic Brake Alert • Type-C charger	• Sepang Blue with Red alloy wheels • Armoury Green • Racing Red • Matte Black	149,990

TVS Apache RR 310 & TVS Apache RTR 310

The flagship TVS Apache 310 series enters a striking new chapter with the introduction of the **“Black Diamond Editions”** of the TVS Apache RR 310 - The Ultimate Track Weapon, and the TVS Apache RTR 310 - The Ultimate Street Weapon. Defined by an exclusive all-black aesthetic and meticulous attention to detail, the Black Diamond Editions embody the spirit of performance, sophistication and relentless innovation that defines the TVS Apache legacy.

The update also introduces the acclaimed Keyless Ride technology on the TVS Apache RR 310, extending a feature already available on the TVS Apache RTR 310. Built on Apache's racing heritage, both motorcycles combine cutting-edge technology, precision engineering and performance-focused dynamics to deliver an unmatched riding experience on the track and the

street. Equipped with advanced technologies such as Race Tuned Dynamic Stability Control (RT-DSC), Cruise Control, Cornering ABS, Cornering Traction Control, Launch Control and Drag Torque Control, the Black Diamond Editions further reinforce the TVS Apache 310 series' position as the benchmark for technological leadership, racing pedigree and performance innovation.

New Updates

MODEL	NEW VARIANT	NEW FEATURES	COLOURS AVAILABLE	STARTING INR (EX-SHOWROOM DELHI)
TVS Apache RR 310	Top (with Quickshifter)	New Livery	Black Diamond Edition	287,790
TVS Apache RTR 310	Top (with Quickshifter)	New Livery	Black Diamond Edition	248,990

TVS Ronin

Ahead of the festive season, TVS Ronin deepens its #Unscripted promise with a new variant and enhancements across the Mid and Top variants, spanning design, connectivity, convenience and rider control. Built for riders who chart their own path, TVS Ronin has cultivated a growing community drawn to its individualistic design, distinctive character and go-anywhere versatility.

New Updates

MODEL	NEW VARIANT	NEW FEATURES	COLOURS AVAILABLE	STARTING INR (EX-SHOWROOM DELHI)
TVS Ronin	Base + (New)	- Dual Channel ABS - New Livery	- Sunlit Yellow - Desert Mirage	142,490
	Mid (Upgrade)	- Connected Cluster - Type-C Charger	- Glacier Silver - Charcoal Ember	151,540
	Top (Upgrade)	- Traction Control System - Type-C Charger - Premium Seat	- Nimbus Grey - Midnight Blue	163,640

Speaking on the festive line-up, **Mr. Vimal Sumbly, Head Business – Premium, TVS Motor Company**, said, *“This festive season, we are further strengthening our premium motorcycle portfolio with thoughtful and meaningful enhancements designed to elevate the joy of ownership for our customers. Across TVS Apache portfolio and TVS RONIN, we remain committed to bringing together performance, technology, distinctive design and an engaging riding experience that continues to evolve with the aspirations of today’s riders. With over millions of customers across 90 countries, our focus remains on building differentiated brands and creating experiences that deliver greater value, excitement and pride to every customer.”*

The TVS Apache portfolio and TVS Ronin line-ups will be available across TVS dealerships in India from today.

About TVS Motor Company

TVS Motor Company (BSE:532343 and NSE: TVSMOTOR) part of TVS VENU, 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

PRESS RELEASE



Motor is the only two-wheeler company to have won the prestigious Deming Prize. Our products have led in their respective categories in the J.D.Power IQS & APEAL surveys and J.D.Power Customer Service Satisfaction Survey. Our group company Norton Motorcycles, based in the United Kingdom, is one of the most emotive motorcycle brands in the world. TVS Motor Company endeavours to deliver the most superior customer experience across 90 countries in which we operate.

For more information, please contact:

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