

27th May, 2019

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

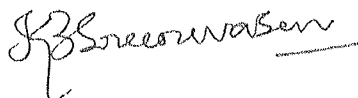
Dear Sir,

**Reg : Press Release - TVS Motor Company launches TVS Apache RR 310
with 'Race Tuned (RT) Slipper Clutch' technology**

We enclose a Press Release regarding "TVS Motor Company launches TVS Apache RR 310 with 'Race Tuned (RT) Slipper Clutch' technology", for dissemination.

Thanking you,

Yours truly,
For TVS MOTOR COMPANY LIMITED



K S Srinivasan
Company Secretary

Encl : a/a

TVS Motor Company launches TVS Apache RR 310 with 'Race Tuned (RT) Slipper Clutch' technology

Gets new colour – Phantom Black

Hosur, May 27, 2019: TVS Motor Company, a reputed manufacturer of two-wheelers and three-wheelers in the world, today launched the TVS Apache RR 310 equipped with a Race Tuned (RT) Slipper Clutch. This upgrade, born out of the rich racing heritage of TVS Racing, enhances the customer's riding experience as it provides swift gear shifting with low hand fatigue and maintains vehicle stability at high speed during downshifts, especially in corners. The new variant also gets minor styling upgrades including a new colour – Phantom Black. The sharp edges and angular design of the bike complement the new colour.

Crafted for precision, the slipper function of the motorcycle allows rapid downshifts preventing wheel hop and chain whip. The system is also engineered with an Assist Function wherein the clutch plates lock tightly increasing the clutch engagement force thus resulting in reduced clutch effort. The new TVS Apache RR 310 RT Slipper Clutch is a powerful and a highly useful feature, which complements city, highway as well as track riding. Existing TVS Apache RR 310 customers can also enjoy this new technology as the Race Tuned Slipper Clutch will be available as a TVS Racing accessory, which can be retrofitted to their motorcycles. This facility is available at the select TVS Apache RR 310 dealerships across the country for a nominal price.

Commenting on the launch, **K N Radhakrishnan, Director & CEO, TVS Motor Company** says, *"We are excited to introduce the Race Tuned (RT) slipper clutch on the TVS Apache RR 310 and I am confident that our existing and new customers will appreciate this performance upgrade. The super-premium motorcycle, which is seen as an ultimate track weapon, originates from our racing pedigree and boasts of industry-first features. Equipping it with this technology is a natural progression for the bike. We also want to expand this experience to our existing TVS Apache RR 310 customers, who will appreciate the enhanced racing dynamics. The new styling upgrades accentuate the racing stance of the motorcycle and create customer delight."*

Indian cricketer Mahendra Singh Dhoni became the first proud owner of the TVS Apache RR 310 with 'Race Tuned (RT) Slipper Clutch'.

Excited with the new motorcycle, **Mahendra Singh Dhoni** says, *"I have been associated with TVS Motor Company for over 12 years and my relationship with the company has only strengthened with each passing year. Being an avid bike enthusiast, I am excited to get the new*

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PRESS



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TVS Apache RR 310 Slipper Clutch variant as it combines a stunning design with exhilarating performance. It is also a feeling of immense pride for me to own a super-premium bike from an Indian manufacturer. I wish the team all the very best for their future endeavours and look forward to hitting the road with my new motorcycle."

TVS Motor company has been associated for over 12 years with Mr. M.S.Dhoni & Rhiti Sports for TVS StaR City⁺.

TVS Apache RR 310 comes with a reverse Inclined DOHC (Double Over Head Cam) Liquid cooled Engine with additional oil cooling technology mated to a 6-Speed Gear Box, Race Inspired Vertical Speedo-cum-Tachometer, Bi-LED Twin Projector Head Lamps and Michelin Street Sport tyres. The motorcycle also includes upgrades that improve driveability, ride feel and reliability. The upgraded variant will be available in two colours – Racing Red & Phantom Black.

The motorcycle is available at select dealerships across the country, priced at **Rs. 2,27,000 (Ex-Showroom, Delhi)**.

About TVS Motor Company

We are a reputed two and three-wheeler manufacturer, and the flagship company of the USD 8.5 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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