

4th August 2025

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

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

Dear Sir / Madam,

Reg : Press Release - "TVS MOTOR COMPANY LAUNCHES 'TVS INDUS' DESIGN HONOURS TO CHAMPION 'DESIGN IN INDIA'"

We enclose a Press Release regarding **"TVS MOTOR COMPANY LAUNCHES 'TVS INDUS' DESIGN HONOURS TO CHAMPION 'DESIGN IN INDIA'"**, for dissemination.

Date and time of occurrence of event: August 4, 2025 at 1.55 P.M.

Thanking you,

Yours truly,

For TVS MOTOR COMPANY LIMITED

K S Srinivasan
Company Secretary
Encl.: a/a

TVS MOTOR COMPANY LAUNCHES 'TVS INDUS' DESIGN HONOURS TO CHAMPION 'DESIGN IN INDIA'

- *TVS Indus is a national platform to unlock next-generation mobility ideas rooted in Indian context and creativity.*
- *Invites young creators to shape solutions that are future-forward, culturally relevant, and globally resonant.*

Bangalore, August 4, 2025: TVS Motor Company (TVSM) — a global leader in the two and three-wheeler segment, has announced the launch of 'TVS Indus' Design Honours — a new annual platform to nurture visionary design talent and redefine the future of mobility. Anchored in design-led innovation, the initiative seeks to amplify the 'Make in India' movement while championing the idea of 'Design in India'. By focusing on solutions that are meaningful, inclusive, and deeply rooted in India's diverse landscapes, lifestyles, and people, TVS Indus Design Honours aims to spotlight India as a global design powerhouse.

The term "Indus" draws from the Indus Valley Civilization, one of the world's earliest and most advanced societies. It symbolizes TVS Motor's aspiration to blend India's rich design heritage with a progressive, forward-looking mindset. The initiative aims to revive the spirit of Indus — advanced, purposeful, and human-centered, in the context of modern-day mobility.

"Design is the bridge between imagination and impact. With TVS Indus Design Honours, we are creating a platform where the next generation of designers, thinkers and creators can reimagine Indian mobility as an original, culturally rooted expression of who we are and where we're headed. This initiative reflects TVS Motor's commitment to design-led innovation and sustainable mobility. This platform intends to promote Design among the Indian youth and nurture talent from both design and non-design backgrounds to help shape not just how we move but ignite the global conversation on the future of mobility," says **Amit Rajwade, Vice President – Design, TVS Motor Company.**

Open to Indian residents including students, young professionals, and design enthusiasts, the 2025 edition of the challenge is theme-based, drawing inspiration from four distinctive regions — Thar, Sahyadri, Kutch, and Mumbai. Participants are encouraged to submit individual entries that propose mobility concepts spanning monowheel, two-wheeler, and three-wheeler formats, while incorporating environmental, social, and cultural relevance. The challenge officially opens for registrations today, with the deadline for submissions set for Oct 06, 2025.

Submissions will be evaluated by an expert jury comprising leading names from the world of design and mobility. Judging criteria include originality, contextual relevance, user-centricity, and feasibility. Top three winners will receive cash prizes up to ₹5 lakh, with additional recognition through a Viewers' Choice award and opportunities for internship consideration with the TVSM Design Team.

Participants can register and submit their entries via the official TVS Indus website at www.tvhindus.com. The competition is free to enter, strictly for individual applicants, and welcomes submissions from all educational backgrounds. By launching TVS Indus Design Honours, TVS Motor strengthens its commitment to design-led innovation and sustainable mobility, while nurturing a new generation of Indian creators ready to lead on the global design stage.

About TVS Motor Company:

TVS Motor Company (BSE:532343 and NSE: TVSMOTOR) 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 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. Our subsidiary in the personal e-mobility space, TVS Ebike Company AG, has a leading position in the e-bike market in Switzerland. TVS Motor Company endeavours to deliver the most superior customer experience across 80 countries in which we operate.

For more information, please visit www.tvsmotor.com

For media inquiries, please reach out to:

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TVS 

INDUS

DESIGN HONOURS 2025
MOBILITY DESIGN CHALLENGE

WHERE IDEAS GO PLACES.

