

5th December 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 CELEBRATES THE
SPIRIT OF COMMUNITY, CAMARADERIE AND INNOVATION AT
MOTOSOUL 5.0"**

We enclose a Press Release regarding **"TVS MOTOR COMPANY CELEBRATES THE
SPIRIT OF COMMUNITY, CAMARADERIE AND INNOVATION AT MOTOSOUL
5.0"**, for dissemination.

Date and time of occurrence of event: December 5, 2025 at 05:18 P.M.(IST)

Thanking you,

Yours truly,

For **TVS MOTOR COMPANY LIMITED**

K S Srinivasan
Company Secretary

Encl.: a/a

TVS MOTOR COMPANY CELEBRATES THE SPIRIT OF COMMUNITY, CAMARADERIE AND INNOVATION AT MOTOSOUL 5.0

- *This fifth edition marks the debut of the 'TVS Ronin Agonda' and the 20-year anniversary edition of TVS Apache RTX*
- *Two custom masterpieces take centre stage - TVS Ronin Kensai and TVS Apache RR310 Speedline, crafted in collaboration with Smoked Garage*
- *'Art of Protection' debuts as a limited-edition helmet series created exclusively for MotoSoul visitors*

Goa, December 5, 2025: TVS Motor Company - a leading global automaker in the two and three wheeler segment – is hosting the fifth edition of its flagship motorcycling festival – TVS MotoSoul - drawing over 8,000 riders from around the world to celebrate the joy of riding. This vibrant gathering showcases new motorcycles, custom builds, and immersive experiences that capture the essence of motorcycling culture.

In its fifth year, MotoSoul is witnessing significant participation from enthusiasts across the globe reinforcing its standing in the industry as one of the most eagerly awaited automotive events. Key highlights this year include the debut of the TVS Ronin Agonda, anniversary edition of the TVS Apache RTX to commemorate two decades of the TVS Apache nameplate, two custom masterpieces – TVS Ronin Kensai and TVS Apache RR310 Speedline – crafted with Smoked Garage, and the exclusive Art of Protection limited-edition helmet series for festival visitors.

Inaugurating the 5th edition of Motosoul, **Sudarshan Venu, Chairman**, TVS Motor Company, said, *"TVS Motosoul is a festival that stands for individuality, custom culture and youth expression, celebrating our shared passion for motorcycling. This year's Motosoul is particularly special as it coincides with the 20th year celebration of TVS Apache. We are proud to celebrate the incredible journey of TVS Apache, with 6.5 million happy customers across 90+ countries, and our thriving global communities AOG and Cult that unite TVS Apache and TVS Ronin riders worldwide. I extend my heartfelt gratitude to the entire global riding community and our customers for their tremendous support and wish everyone a memorable two days at Motosoul 5.0."*

On the first of the two day festival, TVSM unveiled the new **TVS Ronin Agonda** along with two custom masterpieces – **TVS Ronin Kensai** and **TVS Apache RR310 Speedline**. The company has also showcased the **TVS Apache RTX Anniversary Edition**, commemorating 20 years of TVS Apache's racing heritage. A limited edition helmet series, **'Art of Protection'**, *crafted exclusively for the Motosoul community* has been introduced.

Day 1 of TVS MotoSoul 5.0 came alive with high-adrenaline spectacles like the RiderSphere and the freestyle aerial mastery of the FMX showcase, setting the tone for an action-packed festival. Beyond these marquee acts, the day has delivered an immersive blend of performance, culture, and community engagement. Riders have been testing their skill across formats, including the Gymkhana challenges, Dirt Track and Flat Track arenas, and the Adventure Arena. Participatns have been queing up at

the Moto Cross fit sessions, Balance Beam and Barrel Push challenges, and the dynamic stunt arena.

There are several other showcases and announcements planned for day 2 of the festival.

Reflecting on the opening day, **Vimal Sumbly**, Head Business – Premium , TVS Motor Company, said, *“Motosoul continues to be the stage where the spirit of motorcycling comes alive through its immersive experiences, curated design, and its community. With the new TVS Ronin Agonda, our custom creations, and the special TVS Apache RTX anniversary edition, we are showcasing how TVSM brands are evolving with purpose and creativity. This edition celebrates a more progressive and expressive motorcycling culture, and it is inspiring to see the passion of our riders grow stronger each year.”*

INTRODUCING THE TVS RONIN AGONDA: A FRESH DESIGN EXPRESSION

Inspired by the custom-culture design ethos that has shaped the brand story of TVS Ronin, TVSM has launched the first-in-line limited-edition ‘Ronin Agonda’, drawing its calm yet confident aesthetic direction from Goa’s iconic Agonda Beach. The motorcycle features a white-led colour palette with retro five-stripe graphics, reflecting Ronin’s growing embrace of authentic modern-retro design. With its expressive yet minimal visual identity, the Agonda variant reflects the evolving design philosophy of the TVS Ronin lineup, rooted in individuality, craft and rider centric expression.

TVS APACHE RTX ANNIVERSARY EDITION: CELEBRATING 20 YEARS OF THE BRAND LEGACY

Marking a significant milestone, the Company has introduced the TVS Apache RTX Anniversary Edition. The special edition features an exclusive black and champagne gold anniversary livery, complemented by limited-edition badging and a commemorative 20-year crest that reflects two decades of performance-led innovation. Since its debut in 2005, the TVS Apache series has embodied the brand’s signature Track-to-Road philosophy, bringing race-bred technology from TVS Racing to riders across the world. This anniversary edition is a tribute to a legacy defined by race performance, precision and an ever-growing community of TVS Apache riders who continue to fuel the brand’s passion for performance.

CUSTOM MASTERPIECES: TVS RONIN KENSAI AND TVS APACHE RR310 SPEEDLINE

Two striking custom builds crafted in collaboration with Smoked Garage (Indonesia), have been the show stoppers on Day 1.

TVS Ronin Kensai, the fourth in the Samurai inspired lineage after Musashi, Ryoma and Mizuno, brings a dual soul personality, shifting between a cafe racer stance and a muscular bobber. It features masculine geometry, a floating industrial seat, upright exhaust, fully adjustable air suspension, ambient lighting accents and a performance oriented wheel setup supported by a CNC machined triple T for improved agility and control.

TVS Apache RR310 'Speedline' reimagines the platform through the philosophy of continuous, uninterrupted speed. Engineered around maximum cornering and downforce, it features slick tyres, a bespoke swingarm developed from the ground up, complete fiber composite bodywork for weight reduction and dynamic response, also a straight out performance exhaust for unrestrained airflow. With its retro inspired silhouette and racing led engineering, TVS Apache RR310 'Speedline' bridges the brand's heritage with modern performance craft.

ART OF PROTECTION: EXCLUSIVE HELMET SERIES

Strengthening its design footprint beyond motorcycles, TVS Motor Company introduced '**Art of Protection**', a limited edition helmet series crafted exclusively for TVS MotoSoul visitors. The collection combines functional protection with artistic identity, offering crafted helmets that reflect the TVS Ronin design philosophy. **Available only at the festival**, the series is a new step in expanding the TVS Ronin ecosystem into expressive, design led rider gear.

A DAY IMMERSED IN CULTURE, COMMUNITY AND HIGH-OCTANE EXPERIENCES

Day 1 of TVS MotoSoul 5.0 offered an array of interactive zones such as moto art booths, graffiti walls, gaming stations, live mixology counters and tattoo spaces. Freestyle rap sessions added to the cultural buzz, while installations such as the TVS Racing Avatar and Motion Wheelie created engaging moments throughout the venue.

The RiderSphere and the freestyle aerial mastery of the FMX showcase, set the tone for an action-packed festival. Riders tested their skills across multiple formats, including Gymkhana challenges, Dirt Track and Flat Track arenas, and the Adventure Arena. They also participated in Moto Cross fit sessions, Balance Beam and Barrel Push challenges, along with dynamic stunt showcases that drew significant crowd interest.

As the evening progressed, the festival atmosphere shifted into high energy entertainment, with electrifying performances by Badshah and DJ Akbar Sami. Their sets transformed the venue into a high voltage celebration of music, movement and the shared spirit of the motorcycling community, bringing Day 1 of MotoSoul 5.0 to a vibrant close.

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

PRESS RELEASE



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

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