

6th July 2026

BSE Limited,
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai 400 001.
Equity Scrip code: 532343
NCRPS Scrip code: 717506

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

Dear Sir / Madam,

**Reg : Press Release - "From Track to Road, Across 7 Million Journeys:
TVS Apache Launches 'Tu Race Laga'"**

We enclose a Press Release regarding **"From Track to Road, Across 7 Million Journeys: TVS Apache Launches 'Tu Race Laga'"**, for dissemination.

Date and time of occurrence of event: July 6, 2026 at 7.48 P.M. (IST)

Thanking you,

Yours truly,

For **TVS MOTOR COMPANY LIMITED**

K S Srinivasan
Company Secretary

Encl.: a/a

For more information, please visit www.tvsmotor.com

From Track to Road, Across 7 Million Journeys: TVS Apache Launches ‘*Tu Race Laga*’

- *TVS Apache now has 7 Million Global Riders*
- *The latest campaign film - ‘Tu Race Laga’ propels TVS Apache’s next chapter, deepening its commitment to customer obsession, inspiring a new generation of riders, and shaping the future of motorcycling*

Mumbai, July 06, 2026: TVS Motor Company, part of TVS Venu, a global leader in the two and three-wheeler segments, today marked a landmark milestone for its brand TVS Apache by celebrating 7 million customers worldwide and the launch of its new brand campaign film - ‘*Tu Race Laga*.’

Since its inception in 2005, every TVS Apache has been built on a ‘Track to Road’ philosophy, translating TVS Racing’s championship-winning expertise into everyday performance. Backed by over four decades of racing heritage, TVS Apache combines race-derived technology, precision engineering, and rider-centric innovation to deliver an uncompromising performance experience on every ride.

Beyond its motorcycles, TVS Apache has cultivated one of the country’s most passionate riding communities. With over 500,000 registered members, the community is united by a shared love for performance, adventure, and camaraderie. Through curated rides, track experiences, and immersive brand engagements, TVS Apache continues to create meaningful connections that go far beyond ownership.

Over the years, TVS Apache has consistently introduced segment-first innovations like - roto-petal disc brakes, fuel injection, dual-channel ABS, multiple ride modes, TVS SmartXonnect™, glide through technology, factory customisation through the Built-To-Order platform, keyless ride system, and advanced rider-assist features like traction control and dynamic stability systems among others. With a global community of over 7 million customers across 90 countries, TVS Apache continues to stand as one of the world’s fastest-growing performance motorcycle brands.

To commemorate and celebrate the milestone of 7 million customers globally, the brand has unveiled its new campaign film, ‘*Tu Race Laga*’, directed by acclaimed Indian filmmaker and National Award winner Mr. Ram Madhvani. Rooted in TVS Apache’s ‘Track to Road’ philosophy, the film captures the brand’s belief of adrenaline, control, and excitement of the racetrack.

PRESS RELEASE



Thankful to the customers, **Mr. Gaurav Gupta, President, India 2W Business**, TVS Motor Company, said, - *“We thank the 7 million TVS Apache riders for their trust and passion over the past two decades. From racing roots to a global performance brand, this milestone reflects the dedication of the entire TVS Motor ecosystem. We will continue to push the boundaries of performance motorcycling through purposeful innovation, global expansion, and strong riders communities.”*

Commenting on the milestone, **Mr. Vimal Sumbly, Head Business - Premium, TVS Motor Company**, said, *“Twenty years ago, TVS Apache was born with a singular vision - to bring the excitement, control, and race-bred capability of the racetrack to everyday riders through our ‘Track to Road’ philosophy. Today, as we celebrate the milestone of 7 million customers globally, we are proud to see TVS Apache evolve into one of the world’s fastest-growing premium motorcycle brands and a thriving community united by a shared passion for riding. The launch of ‘Tu Race Laga’ is a tribute to this journey and to every rider who chooses to push boundaries, embrace progress, and carry the racing spirit into everyday life. As we look ahead, we remain committed to redefining motorcycling through relentless innovation, race-bred technology, and experiences that inspire riders across the world.”*

The TVS Apache Range

TVS Apache spans across Street/Naked, Supersport, and Adventure Rally Tourer motorcycle segments, with engine capacities from 160cc to 310cc:

- **Street/Naked:** RTR 160, RTR 160 4V, RTR 180, RTR 200 4V, RTR 310
- **Supersport:** RR 310
- **Adventure Rally Tourer:** RTX

Watch the Film

TVS Apache 'Tu Race Laga' is now live on:

- **YouTube:** <https://youtu.be/i5VJ6TsuOuQ>;

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 Motor is the only two-wheeler company to have won the prestigious Deming Prize. Our products lead in their respective categories in the J.D. Power IQS and APEAL surveys. We have been ranked No. 1 Company in the J.D. Power Customer Service Satisfaction Survey for four consecutive years. 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.

PRESS RELEASE



For more information, please visit www.tvsmotor.com

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TVS
Apache

