

6th September 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 - "AN ICON TURNS 20 TVS Apache – a machine that defined power and precision, celebrates by launching limited edition variants and premium upgrades"

We enclose a Press Release regarding **"AN ICON TURNS 20 TVS Apache – a machine that defined power and precision, celebrates by launching limited edition variants and premium upgrades"**, for dissemination.

Date and time of occurrence of event: September 6, 2025 at 12.05 P.M.

Thanking you,

Yours truly,

For TVS MOTOR COMPANY LIMITED

K S Srinivasan
Company Secretary
Encl.: a/a

AN ICON TURNS 20

TVS Apache – a machine that defined power and precision, celebrates by launching limited edition variants and premium upgrades

- *The limited-edition anniversary range encompasses celebratory colour, graphics & livery, USB charger and dual tone alloy wheels*
- *The new TVS Apache 4V lineup debuts with an all-new Class-D projector headlamp with LED DRLs, 5” TFT Cluster with TVS SmartXconnect and Voice Assist, Traction Control System, refreshing new colours & graphics*

Bengaluru, September 06, 2025: TVS Motor Company - a leading global automaker that operates in the two and three-wheeler segments – marked 20 years of its flagship motorcycle, TVS Apache by launching limited-edition variants across its fiery lineup – TVS Apache RTR 160, 180, 200 and TVS Apache RR310 and RTR310 while raising the benchmark for sports motorcycles in India with new, top-of-the-line trims, of the RTR 160 4V and RTR 200 4V.

The limited-edition line-up features a unique black-champagne-gold livery, dual tone alloy wheels and USB charger and much more, making them true collector’s pieces.

The new 4V variants that will sit at the top of the existing TVS Apache RTR 160 and 200 lineup, get added features like cutting-edge Class-D projector headlamps featuring LED DRLs, vibrant all-LED lighting, 5 inch connected TFT cluster, traction control system, bold new colours and dynamic graphics. These upgrades ensure TVS Apache riders enjoy cutting-edge safety, connectivity, and performance that has made the brand the preferred choice of over 6.5 million customers across 80 countries around the world.

In his message to mark 2 decades of TVS Apache’s domination in performance motorcycling, **K N Radhakrishnan, Director and CEO**, TVS Motor Company, said, *“We are deeply grateful to the 6.5 million-strong TVS Apache community across the world whose unwavering trust and passion have shaped our journey over the last two decades. Their love for performance and adrenaline has propelled TVS Apache to become one of the fastest growing sports motorcycle brands, globally. This milestone belongs to every member of the TVSM family – our engineers, designers, factory teams, dealers, suppliers, and partners—who push the limits of innovation every day. As we look ahead, we remain focused on carrying forward the Apache legacy by entering new segments, expanding into more markets, and creating communities that inspire the next generation of riders.”*

As a TVS Apache rider, one carries forward a legacy that fuels passion and elevates the thrill of motorcycling. Since its debut in 2005, TVS Apache has set new benchmarks in India’s premium motorcycle segment, shaping youth culture with its signature ‘Track-to-Road’ philosophy, bringing race-bred technologies from TVS Racing straight to everyday riders.

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New, 20 Year Celebratory Edition features:

- Exclusive black and champagne gold anniversary livery with a dedicated 20-year logo
- First-ever USB charger on TVS Apache models
- Dual-tone black & gold alloy wheels (Apache RTR 160 to 200 4V)

New variants added to the TVS Apache RTR 160 4V and Apache RTR 200 4V

- All-new Class-D projector headlamp with LED DRLs, making the bikes fully LED-equipped
- 5-inch TFT cluster with Bluetooth connectivity & Voice Assist
- Traction Control System
- Assist and Slipper clutch
- Striking new colours:
 - Racing Red, Marine Blue, Matte Black (160 4V)
 - Matte Black, Granite Grey (200 4V)

Commenting on the milestone, **Vimal Sumbly, Head Business - Premium**, TVS Motor Company, said, *“For two decades, TVS Apache has been the torchbearer of performance and innovation, and this milestone belongs to every rider who made it part of their journey. To mark 20 years of this legacy, we now introduce a Limited Anniversary Edition along with the all-new top-end variants of the TVS Apache RTR 160 4V and TVS Apache RTR 200 4V—crafted to inspire the next generation of motorcyclists. This achievement is a celebration of the entire TVS Apache family—a global community united by passion, performance, and an unstoppable riding spirit.”*

TVS Apache embodies pure racing DNA—born from the legendary legacy of TVS Racing, where four decades of track victories power every machine. From international championship wins to redefining benchmarks in Indian motorsports, TVS Apache is crafted for those who live for performance. Over the past two decades, TVS Apache has evolved into a global phenomenon, uniting over 6.5 million riders with cutting-edge racing technologies, bold aesthetics, and rider-focused innovation—cementing its place as an icon of speed, passion, and progress.

TVS Apache RTR Lineup Elevates with New Features

- **Design Excellence:** Enhanced aesthetics with premium styling, reinforcing TVS Apache’s bold and dynamic visual identity.
- **Performance Leadership:** Most powerful 160cc engine in the air/oil-cooled segment, delivering unmatched power and agility.
- **Technological Innovation:** Segment-first features like three ride modes, dual-channel ABS, and turn-by-turn navigation for advanced functionality.

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- **Customer-Centricity:** Adjustable brake and clutch levers prioritizing rider comfort and control, catering to diverse preferences.

Pricing:

The new TVS Apache top-end 4V variants and 20 Years Celebratory Edition motorcycles have been launched at attractive introductory prices as detailed below. Bookings are now open:

Model	Variant	Price (ex-showroom New Delhi)
TVS Apache RTR 160 4V	Black edition	₹1,28,490
	Disc BT Special edition	₹1,34,970
	USD + LCD Variant	₹1,39,990
	New Top-End TFT + Projector Headlamp Variant	₹1,47,990
TVS Apache RTR 200 4V	USD + LCD Variant	₹1,53,990
	New Top-End TFT + Projector Headlamp Variant	₹1,59,990

Limited Edition Anniversary Range	Ex-showroom Delhi (ex-showroom New Delhi)
TVS Apache RTR 160	₹1,37,990
TVS Apache RTR 180	₹1,39,990
TVS Apache RTR 160 4V	₹1,50,990
TVS Apache RTR 200 4V	₹1,62,990
TVS Apache RTR310	₹3,11,000
TVS Apache RR310	₹3,37,000

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

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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



