

6<sup>th</sup> December 2025

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

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

Dear Sir / Madam,

**Reg : Press Release - "INNOVATION, DESIGN, TECHNOLOGY AND  
RIDER EXPERIENCES TAKE CENTERSTAGE ON DAY 2 OF TVS  
MOTOSOUL 5.0"**

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We enclose a Press Release regarding **"INNOVATION, DESIGN, TECHNOLOGY  
AND RIDER EXPERIENCES TAKE CENTERSTAGE ON DAY 2 OF TVS MOTOSOUL  
5.0"**, for dissemination.

*Date and time of occurrence of event: December 6, 2025 at 04:59 P.M.(IST)*

Thanking you,

Yours truly,

For **TVS MOTOR COMPANY LIMITED**

**K S Srinivasan**  
**Company Secretary**

Encl.: a/a

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## INNOVATION, DESIGN, TECHNOLOGY AND RIDER EXPERIENCES TAKE CENTERSTAGE ON DAY 2 OF TVS MOTOSOUL 5.0

- *The Aegis Rider Vision Helmet showcased - an advanced AR-enabled Heads-up Display (HUD) solution for next-generation rider safety*
- *TVS Racing × MT Helmets partnership announced - To offer a new range of internationally acclaimed ECE-certified helmets in India*
- *The TVS Racing 'Offroad' Training Academy designed to develop adventure and off-road riding skills gets underway*
- *Day 2 concludes with high-energy performances by DJ Nucleya and Lagori*

**Goa, December 6, 2025:** TVS Motor Company (TVSM) - a leading global automaker in the two and three-wheeler segment – announced major initiatives on Day 2 of TVS MotoSoul 5.0. The company showcased the Aegis Rider Vision AR HUD Helmet, announced a partnership between TVS Racing and MT Helmets, and launched the TVS Racing Offroad Training Academy.

**AEGIS RIDER VISION HELMET: NEXT-GENERATION AR HUD TECHNOLOGY:** The Aegis Rider Vision Helmet represents a significant leap in rider-focused safety innovation. Built on advanced AR technology, it uses spatial anchoring to project essential information such as navigation cues, speed, safety alerts, and notifications, directly into the rider's line of sight, ensuring uninterrupted focus on the road while delivering enhanced clarity, responsiveness, and situational awareness. The helmet features a binocular  $\mu$ OLED projection system, integrated action camera, wireless connectivity, adaptive brightness, end-to-end OTA updates and a 7,000mAh battery engineered for extended usage. It pairs with TVS motorcycles through a dedicated companion app that allows riders to customise what information is displayed. Its carbon fibre shell, developed with Nexx Helmets, meets global standards including ECE 22.06 and CE certification, underscoring TVS Motor Company's commitment to future-ready safety technology.

**TVS RACING TRAINING ACADEMY- OFFROAD:** Day 2 of Motosoul 5.0 marked the launch of the TVS Racing 'Offroad' Training Academy, a specialised platform designed to help riders develop foundational off-road and adventure riding skills. Led by TVS Racing champions and international instructors, the academy focuses on Level 1 skill building, including bike handling, terrain navigation, body control, balance and obstacle riding. The program is also designed for amateur riders with limited off-road experience, offering a structured path to build confidence and technical mastery across diverse terrains.

**TVS RACING X MT HELMETS PARTNERSHIP:** A defining partnership between TVS Racing and MT Helmets - one of the world's leading premium helmet manufacturers known for their ECE-certified safety engineering – will introduce helmets engineered for superior aerodynamics, comfort and global-standard safety. The collaboration brings together TVS Racing's performance-driven ethos with MT's advanced protection science to co-develop.

Reflecting on the signature partnerships announced at MotoSoul 5.0, **Vimal Sumbly, Head Business – Premium, TVS Motor Company**, said, *"MotoSoul has always been a reflection of creating a platform for the future of motorcycling. Day 1 celebrated design, individuality and creative expression, while Day 2 strengthened our focus on innovation, advanced technology and rider experiences. Together, they represent the culture we want to build, one that is*

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*progressive, responsible and deeply connected to its community. As we look ahead, our aim is to expand this platform further, bringing even more innovation, collaboration and rider-centric experiences to MotoSoul next year."*

**SAFETY STARTS YOUNG:** As a part of its commitment to the 'Ride for Change' initiative, TVS Motor Company organised a special children's helmet distribution drive in Vagator. 100 helmets were distributed to students of the St. Michael's Convent High School, encouraging early awareness around road safety and the importance of protective gear.

## **RACING, CULTURE & COMMUNITY AT MOTOSOUL 5.0**

Day 2 delivered its biggest spectacle with the high-adrenaline RiderSphere and the FMX showcase, where professional stunt athletes executed gravity-defying stunts that electrified the crowd. Beyond these highlights, the day featured a dynamic mix of motorcycle formats and community experiences. Riders participated across Gymkhana challenges, Dirt and Flat Track Arenas, Adventure Zones, Motocross-fit Sessions, Stunt Challenges, and interactive sessions. The festival grounds were equally vibrant with moto-art installations, skill-based games, graffiti walls, live mixology counters, creator interactions, and community meetups creating a seamless blend of performance, culture, and engagement throughout the day. The evening culminated in electrifying performances by **Nucleya** and **Lagori**, infusing the festival with a high-energy celebration of music and motorcycling culture.

## **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](http://www.tvsmotor.com)

## **For more information, please contact:**

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