

8th October, 2021

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

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

Dear Sir,

Reg : Press Release - TVS Motor Company announces advanced TVS Apache RTR 160 4V series of motorcycles with TVS SmartXonnectTM, Headlamp with DRL and Three Ride Modes

We enclose a Press Release regarding **"TVS Motor Company announces advanced TVS Apache RTR 160 4V series of motorcycles with TVS SmartXonnectTM, Headlamp with DRL and Three Ride Modes"**, for dissemination.

Thanking you,

Yours truly,
For TVS MOTOR COMPANY LIMITED



K S Srinivasan
Company Secretary

Encl : a/a

TVS Motor Company announces advanced TVS Apache RTR 160 4V series of motorcycles with TVS SmartXonnect™, Headlamp with DRL and Three Ride Modes

- Introduces TVS Apache RTR 160 4V Special Edition in the TVS Apache series product portfolio
- All TVS Apache RTR 160 4V series of motorcycles comes with a brand-new DRL headlamp assembly and three ride modes

Hosur, October 8, 2021: TVS Motor Company, a reputed manufacturer of two-wheelers and three-wheelers in the world, announced an advanced range of TVS Apache RTR 160 4V series of motorcycles today equipped with a new headlamp assembly and signature Daytime Running Lamp (DRL), and three ride modes. The Company also introduced TVS Apache RTR 160 4V Special Edition, equipped with first-in-segment features including adjustable clutch and brake levers, an exclusive Matte Black colour with red alloy wheels, and a new seat pattern besides the new headlamp.

TVS Apache RTR 160 4V and TVS Apache RTR 160 4V Special Edition will now be available in three ride modes – Urban, Sport, and Rain, gear shift indicator and radial rear tyre. The top-end variant of the Apache RTR 160 4V will be equipped with TVS SmartXonnect™. TVS Apache RTR 160 4V series of motorcycles are fitted with a new headlamp assembly where the signature DRL continues to glow, changing its stance to a Front Position Lamp (FPL) which functions with low and high beam simultaneously.

KEY FEATURES

TVS Apache RTR 160 4V:

- New Headlamp with DRL
- Three ride modes
- Radial tyre
- Gear shift indicator
- TVS SmartXonnect™ in the top variant

TVS Apache RTR 160 4V Special Edition:

- Matte Black colour. Red alloy wheels, and new seat pattern
- Adjustable clutch and brake levers
- New Headlamp with DRL
- Three ride modes
- TVS SmartXonnect™
- Radial tyre
- Gear shift indicator

Commenting on the launch, **Mr. Meghashyam Dighole, Head – (Marketing) Premium Motorcycles, TVS Motor Company**, said, “TVS Apache RTR 160 4V series of motorcycles have always lived up to the growing expectations of our aspirational customers, by delivering cutting edge technology to racing enthusiasts. Backed by four decades of racing pedigree, we are delighted to introduce the advanced range of TVS Apache RTR 160 4V series of motorcycles, offering an array of first-in-segment features in its class. We are also excited to present TVS Apache RTR 160 4V Special Edition, which compliments the TVS Apache series product portfolio, further strengthening TVS Motor Company’s premium two-wheeler offering.”

Classification: **Public**

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PRESS RELEASE



Style:

TVS Apache RTR 160 4V Special Edition comes exclusively in Matte Black colour with red alloy wheels and a new seat pattern. The TVS Apache RTR 160 4V will be available in three colours: Racing Red, Metallic Blue, and Knight Black.

Variants:

TVS Apache RTR 160 4V will be available across three variants: Drum, Single Disc, and Rear Disc.

Price:

The TVS Apache RTR 160 4V series of motorcycles are now available at authorised TVS Motor Company dealerships in India for:

- TVS Apache RTR 160 4V Special Edition: ₹ 1,21,372/- (ex-showroom, Delhi)
- TVS Apache RTR 160 4V (Drum): ₹ 1,15,265/- (ex-showroom, Delhi)
- TVS Apache RTR 160 4V (Single Disc): ₹ 1,17,350/- (ex-showroom, Delhi)
- TVS Apache RTR 160 4V (Rear Disc): ₹ 1,20,050/- (ex-showroom, Delhi)



About TVS Motor Company

TVS Motor Company is a reputed two and three-wheeler manufacturer and is the flagship company of the USD 8.5 billion TVS Group. We believe in Championing Progress through Mobility. Rooted in our 100-year legacy of Trust, Value, and Passion for Customers and Exactness, we take pride in making internationally aspirational products of the highest quality through innovative and sustainable processes. We endeavour to deliver the most superior customer experience at all our touch points across 70 countries. We are the only two-wheeler company to have received the prestigious Deming Prize. Our products lead in their respective categories in the J.D. Power IQS and APEAL surveys for five years. We have been ranked No. 1 Company in the J.D. Power Customer Service Satisfaction Survey for consecutive four years. For more information, please visit www.tvsmotor.com.

PRESS RELEASE



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