

16th July 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 UNVEILS THE ULTIMATE STREET WEAPON - THE 2025 TVS APACHE RTR 310"

We enclose a Press Release regarding **"TVS MOTOR COMPANY UNVEILS THE ULTIMATE STREET WEAPON - THE 2025 TVS APACHE RTR 310"**, for dissemination.

Date and time of occurrence of event: July 16, 2025 at 8.30 P.M.

Thanking you,

Yours truly,

For TVS MOTOR COMPANY LIMITED

K S Srinivasan
Company Secretary
Encl.: a/a

TVS MOTOR COMPANY UNVEILS THE ULTIMATE STREET WEAPON - THE 2025 TVS APACHE RTR 310

~ Reimagined with advanced tech for the modern rider, this refreshed model introduces bold graphics, enhanced digital features, and tech upgrades ~

Bengaluru, July 16, 2025: Backed by rich racing pedigree spanning over four decades, TVS Motor Company (TVSM) - a global leader in the two and three-wheeler segment - today launched the 2025 TVS Apache RTR 310, the ultimate street weapon. Designed with a rider-first mindset, performance focused upgrades and aggressive styling, the 2025 TVS Apache RTR 310 stays true to its street-dominating DNA while taking a bold step forward. The machine is a perfect fusion of power and precision built for those who ride with confidence, control, and character.

The OBD2B-compliant 2025 TVS Apache RTR 310 redefines smart performance – offers real-time emission monitoring, sharper responsiveness, and enhanced engine health. With the debut of a next-gen, multi-language UI/UX cluster, it delivers a more personalized, intuitive, and immersive ride, blending sustainability, innovation, and rider satisfaction like never before.

Feature Rich and Segments Firsts

Build-To-Order(BTO) Option

The 2025 TVS Apache RTR 310 continues with its industry first, factory customization option, through the TVS Built-To-Order (BTO) platform.

The Dynamic Pro Kit offers:

- Keyless Ride System
- Cornering Drag Torque Control feature in RT-DSC
- Launch Control feature in RT-DSC

Segment First Features:

- Transparent clutch cover
- Key Less ride
- Drag Torque Control
- Cornering Drag Torque Control (BTO)

New Features:

- Gen-2 Cluster with Multi-language UI
- USD 43 Dia Front Suspension (Base variant)
- Sequential Turn Signal Lamp (TSL) with Revised Styling
- Hand Guards
- Drag Torque Control (DTC)
- Launch Control (RT-DSC) – Dynamic Pro Kit
- Three New Colour Options with Graphics Refresh

Design & Dynamics of the Freestyler

Refreshed for 2025, the TVS Apache RTR 310 gets three bold new colour options with striking graphics, a transparent clutch cover, and updated sequential TSL, all amplifying its aggressive, futuristic streetfighter appeal. Now equipped with standard hand guards across all variants, it also retains the iconic Race Replica Sepang Blue on the top-end BTO variant, a tribute to TVS Racing's global legacy.

Speaking about the launch, **Vimal Sumbly, Head Business – Premium, TVS Motor Company**, said, *"The TVS Apache RTR 310 has been a trendsetter in the naked sports segment since its debut. With the 2025 edition, we're building on its bold legacy by integrating future-ready tech, intuitive digital interfaces, standout styling and with unwavering commitment to rider safety. This refreshed freestyler reflects the new era of motorcycling, one that is connected, customizable, and committed to sustainability. We're proud to bring this upgraded experience to our community of TVS Apache riders who live to push boundaries every day."*

The motorcycle delivers **35.6 PS@9,700 rpm** and **28.7 Nm@6,650 rpm**, staying true to its performance heritage.

The **2025 TVS Apache RTR 310 has been launched at attractive introductory prices** as detailed below:

Base Variant	INR. 2,39,990
Top Variant	INR. 2,57,000
BTO	Starting from INR. 2,75,000

The motorcycle will be available in five **variants (including three BTO customizations)** across major metros including Delhi, Mumbai, Kolkata, Bengaluru, and Chennai, starting July 16, 2025.

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 subsidiaries in the personal e-mobility space, Swiss E-Mobility Group (SEMG) and EGO Movement have 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. Please also visit www.tvsmotor.com

PRESS RELEASE



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