

17<sup>th</sup> September 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 - "TVS MOTOR COMPANY AND NOISE PIONEER  
INDIA'S FIRST EV SMARTWATCH INTEGRATION"**

---

We enclose a Press Release regarding **"TVS MOTOR COMPANY AND NOISE PIONEER INDIA'S FIRST EV SMARTWATCH INTEGRATION"**, for dissemination.

*Date and time of occurrence of event: September 17, 2025 at 11.50 A.M.*

Thanking you,

Yours truly,

For TVS MOTOR COMPANY LIMITED

K S Srinivasan  
Company Secretary  
Encl.: a/a

---

## TVS MOTOR COMPANY AND NOISE PIONEER INDIA'S FIRST EV SMARTWATCH INTEGRATION

- *Unveils a Made-in-India, industry-first innovation, turning the smartwatch into a true mobility companion and empowering riders with smarter, safer, and more connected rides.*
- *Delivers real-time ride statistics: battery, tyre pressure, range, and safety alerts, in a simple, glanceable format.*
- *Built on secure APIs and user permissions, ensuring privacy while unlocking the future of intelligent, connected mobility in India.*
- *The smartwatch will be exclusively available on the TVS iQube official website.*

**Bangalore, September 17, 2025:** TVS Motor Company (TVSM), a global leader in the two and three-wheeler segments and Noise, India's leading connected lifestyle brand, today introduced a Made-in-India, industry-first innovation - **India's first EV-Smartwatch integration**, redefining the way riders connect with their vehicles. This integration connects the TVS iQube electric scooter with a special edition Noise smartwatch, customized to provide real-time access to critical updates including vehicle status, battery insights, tyre pressure, and safety alerts along with plethora of native watch features.

TVS iQube has surpassed the 6,50,000 unit sales milestone in the domestic market, reaffirming its position as India's No.1 EV scooter brand. This partnership with Noise further enhances customer choice, turning the smartwatch into a true mobility companion that provides seamless access to vehicle features. As smartwatches evolve beyond lifestyle accessories, they are becoming command centers of productivity and mobility, making everyday rides smarter, safer, and more convenient. Together, TVS iQube and Noise are setting a new benchmark in connected technology and customer experience.

Speaking on the industry-first innovation, **Aniruddha Haldar, Senior Vice President — Head Commuter & EV Business and Head Corporate Brand & Media, TVS Motor Company** said, *"We are committed to reimagining the future of mobility by seamlessly blending technology, sustainability and customer-centric innovation. Our partnership with Noise is a testament to this vision, transforming the smartwatch from a lifestyle device into a smart riding assistant. By integrating the TVS iQube with a connected smartwatch, we are empowering our riders with smarter, safer and more intuitive journeys while shaping the future of mobility in India."*

Commenting on the launch, **Amit Khatri, Co-Founder, Noise**, said, *"At Noise, our vision has always been to build technology that empowers people to live, move, and stay connected with ease. This partnership with TVS Motor Company is a powerful step in that direction, bringing meaningful innovation to the wrist by turning the smartwatch into a mobility companion. As consumers look for smarter, more integrated ways to move through their day, this first-of-its-kind*

*experience reflects our commitment to pushing boundaries, delivering purposeful technology, and shaping the future of connected living in India.”*

## THE EV-SMARTWATCH INTEGRATION DELIVERS:

Features	Description
<b>Vehicle Status Monitoring</b>	Locked, Unlocked, On Ride, Charging, or Charging Complete displayed clearly on the smartwatch.
<b>State of Charge (SoC)</b>	Battery percentage with visual cues for charging progress and low battery alerts (below 20%).
<b>Distance to Empty (DTE)</b>	Shows estimated range across ride modes to help plan commutes and charging stops more efficiently
<b>Tyre Pressure Monitoring (TPMS)</b>	Live pressure values for both tyres with recommended pressure benchmarks and alerts on select models.
<b>Charging Progress</b>	Real-time charging updates, including time-to-full and “Charging Complete” notification.
<b>Tow/Theft Alert</b>	Haptics and visual prompts triggered when motion is detected, followed by a mobile app notification.
<b>Crash/Fall Detection</b>	On-wrist alert followed by a notification in the app in case of a crash or fall.
<b>Geofence Notifications</b>	Alerts when the vehicle crosses a predefined geofence boundary, synced from the mobile app.
<b>Low/Full Charge Alerts</b>	Notifications to connect or unplug the charger based on battery level.
<b>Safety Visual Cues</b>	Color-coded tiles (Green = optimal, Red = attention needed) to minimize decision time and distractions.

The TVS iQube Noise Smartwatch will be exclusively available on the **TVS iQube official website** at an attractive introductory price of **Rs. 2,999 only**. The smartwatch also comes with a complimentary 12 month Noise Gold subscription.

### **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)

---

## **ABOUT NOISE**

Noise is India's leading smartwatch and connected lifestyle brand. They prioritize consumer centricity, design innovation, and product excellence to constantly reinvent and introduce future-forward innovations in audio, wearables, and the connected lifestyle ecosystem. After having written the playbook for a profitable bootstrapped business for a decade, as an undisputed leader in smartwatches nationally and globally, Noise is now backed by Bose as its first-ever strategic investor.

As a homegrown brand, it is committed to creating an experience-led ecosystem through futuristic yet meaningful technology. With patents and a strong R&D focus, their innovation arm, Noise Labs, boasts many industry-first breakthroughs and houses some stellar technologies across categories.

Noise is leading the charge to foster the growth of the industry and the nation's vision, by boosting the manufacturing efforts under the Make in India initiative, fostering a strong community of people who want to connect on health, lifestyle, and fitness on NoiseFit App, while helping businesses ensure their employee wellbeing through the Corporate Wellness Program.

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

**Suman Prasad:** [suman.prasad@tvsmotor.com](mailto:suman.prasad@tvsmotor.com)

**Mayuri Sil:** [mayuri.sil@tvsmotor.com](mailto:mayuri.sil@tvsmotor.com)

NOISE × <sup>TVS</sup> IQUBE  
ELECTRIC

**INDIA'S FIRST** ELECTRIC SCOOTER  
WITH SMARTWATCH CONNECTIVITY

