

27th August 2026

BSE Limited,
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai 400 001.
Equity Scrip code: 532343
NCRPS Scrip code: 717506

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

Dear Sir / Madam,

Reg : Press Release - "TVS Motor Launches TVS Jupiter Dual Tone Spectral Range"

We enclose a Press Release regarding **"TVS Motor Launches TVS Jupiter Dual Tone Spectral Range"**, for dissemination.

Date and time of occurrence of event: August 27, 2026 at 10.50 A.M. (IST)

Thanking you,

Yours truly,

For **TVS MOTOR COMPANY LIMITED**

K S Srinivasan
Company Secretary

Encl.: a/a

For more information, please visit www.tvsmotor.com

TVS Motor Launches TVS Jupiter Dual Tone Spectral Range

- *TVS Jupiter becomes the first in the 110cc segment to offer the distinctive spectral colours in dual tone styling*
- *Features segment-first Sequential Turn Signal Lamps (TSL), premium comfort enhancements and USB Type-C charging*

Bengaluru, August 27, 2026: TVS Motor Company, part of TVS VENU, and a global leader in two and three-wheeler manufacturing, today launched the **TVS Jupiter dual tone spectral range**, the latest addition to **India's most progressive family scooter**. The new range brings two new dual-tone spectral colours – **Spectral Blue** and **Spectral Copper** to the 110cc scooter segment, making TVS Jupiter the first scooter in the segment to offer these distinctive colours, alongside thoughtful enhancements across styling, comfort and technology.

The distinctive colour treatment is complemented by colour-coordinated inner panels, a new seat colour, and partial chrome mirrors, creating a refined and contemporary road presence.

The new variant further enhances everyday comfort and convenience with a premium long seat featuring an integrated backrest for the rider and pillion. It also introduces segment-first Sequential Turn Signal Lamps (TSL), offering a distinctive lighting signature while enhancing visibility, and a USB Type-C charging port for convenient charging on the move. The scooter continues to offer its best-in-class 33-litre under-seat storage, capable of accommodating two helmets, alongside SmartXonnect™ connected technology.

TVS Jupiter Dual Tone Spectral Range Key Highlights	
Category	Highlights
Segment-First Innovations	• First in the 110cc scooter segment to offer distinctive spectral colours in dual-tone styling – Spectral Blue & Spectral Copper • Sequential Turn Signal Lamps (TSL)
New Styling Enhancements	• TVS Spectral Colour Technology with a dynamic colour-shifting finish • Colour-coordinated inner panels • Premium seat finish • Partial chrome mirrors
Comfort	Premium long seat with integrated backrest
Convenience & Technology	• USB Type-C charging port • SmartXonnect™ connected technology with navigation, call & SMS Alerts
Performance	TVS iGO Assist for stronger acceleration and enhanced fuel efficiency
Practicality	Best-in-Class 33-litre under-seat storage (fits two helmets)

Commenting on the new edition, **Aniruddha Halder, Senior Vice President — Head Commuter & EV Business and Head Corporate Brand & Media, TVS Motor Company** said, “*Young and Urban Indian families are increasingly exposed to new experiences, design and technology, shaping their aspirations for everyday mobility. TVS Jupiter has played a pivotal role in India’s scooterisation journey, winning the love and trust of millions of families and earning its place as the ‘Scooter of India’. Over the years, it has evolved, bringing meaningful innovations while staying true to what families value. Building on its progressive design and feature-rich offering, the new TVS Jupiter dual-tone takes this journey forward with a more contemporary offering, featuring first-in-segment spectral colours, complemented by first-in-segment Sequential Turn Signal Lamps and much more. Together, these enhancements reaffirm TVS Jupiter’s commitment to being the preferred choice of mobility for today’s new-age, modern families.*”



TVS Jupiter has always been about delivering more to Indian families. Building on the '*Zyada Ka Fayda*' philosophy, the new dual tone spectral range takes this thought forward by bringing more to every aspect of the everyday riding experience. For over 13 years, the brand has evolved with the changing needs of Indian families, consistently raising benchmarks through meaningful innovation.

The introduction of the TVS Jupiter in 2024 further strengthened this legacy, with 29 best-in-class and segment-first features. It continues to be powered by a refined 113.3 cc single-cylinder, 4-stroke engine that develops 5.9 kW of power and up to 9.8 Nm of torque with TVS iGO Assist, delivering stronger acceleration while improving fuel efficiency.

The new TVS Jupiter dual tone spectral range will be available soon across authorised TVS Motor dealerships at **₹89,825/- (Ex-showroom Delhi)**.

For more details, please visit: <https://www.tvsmotor.com/tvs-jupiter/>

About TVS Motor Company

TVS Motor Company (BSE:532343 and NSE: TVSMOTOR), part of TVS VENU, 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 lead in their respective categories in the J.D. Power IQS and APEAL surveys. We have been ranked No. 1 Company in the J.D. Power Customer Service Satisfaction Survey for four consecutive years. Our group company Norton Motorcycles, based in the United Kingdom, is one of the most emotive motorcycle brands in the world. TVS Motor Company endeavours to deliver the most superior customer experience across 90 countries in which we operate.

For more information, please visit www.tvsmotor.com

For further enquiries, please contact:

Suman Prasad | suman.prasad@tvsmotor.com





