

28th March 2026

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 IGNITES AFRICA'S
PREMIUM MOTORCYCLE ARENA WITH THE LAUNCH OF TVS
APACHE RTR 310 IN MOROCCO"**

We enclose a Press Release regarding **"TVS MOTOR COMPANY IGNITES AFRICA'S
PREMIUM MOTORCYCLE ARENA WITH THE LAUNCH OF TVS APACHE RTR 310
IN MOROCCO"**, for dissemination.

Date and time of occurrence of event: March 28, 2026 at 06.20 P.M. (IST)

Thanking you,

Yours truly,

For **TVS MOTOR COMPANY LIMITED**

K S Srinivasan
Company Secretary

Encl.: a/a

TVS MOTOR COMPANY IGNITES AFRICA'S PREMIUM MOTORCYCLE ARENA WITH THE LAUNCH OF TVS APACHE RTR 310 IN MOROCCO

- 40 Years of Racing Pedigree in one machine
- Performance engineered with a legacy of speed, style, and pure thrill

Casablanca, March 28, 2026: TVS Motor Company—a global leader in two and three-wheeler manufacturing— today marked a defining moment for performance motorcycling in Africa with the official launch of the TVS Apache RTR 310 in Morocco. Born on the racetrack and engineered for the road, the TVS Apache RTR 310 distills decades of competition-grade learning into a streetfighter that delivers track-bred agility, class-leading power delivery and an unmatched suite of rider-centred technologies.

From dominating Indian roads to winning hearts of over 6.5 million customers across Columbia, Mexico, PAN-Africa, Europe and South East Asia; the legend of the TVS Apache has gone global while proudly showcasing its Indian roots. With Morocco's premium motorcycle segment growing, this motorcycle with a **#RaceTrackToRoad** philosophy promises an unmatched riding experience, setting new benchmarks and offering a gateway into the world of the freestyler.

"As the first African market where it is being launched, TVS Apache RTR 310's launch in Morocco marks a significant step in the brand's journey. Morocco is one of the most strategically important markets in Africa, and the launch here first is a testament to our confidence in the Moroccan rider and the region's appetite for genuine performance motorcycling. Built on our 'Track to Road' philosophy, the Apache RTR 310 carries 40 years of racing DNA into a machine that will redefine what premium means in this market. This is not just a product launch — this is TVS planting its performance flag on the African continent," said **Mr. Rahul Nayak, Senior Vice President – International Business, TVS Motor Company.**

Morocco's two-wheeler industry has grown 42% in the last year. The 201–350cc premium segment is one of the fastest growing categories currently accounting for 6.6% of the total market and is forecast to hit 10% by 2030. The launch of the Apache RTR 310 positions TVS at the apex of this rapidly maturing performance segment — a machine with the heritage, technology and price-to-performance credentials to challenge any rival.

Presenting at the launch event, **Mr. Omar Messoudi, Managing Director – Motorsport Maroc (Hindi Motors)**, said, *"With the Apache RTR 310, we are offering Moroccan enthusiasts access to a machine that can hold its own on any racetrack in the world, yet is engineered to be a thrill every single day on our roads. We have invested heavily in training our service network so that every RTR 310 owner receives a world-class ownership experience from day one. This launch marks the beginning of a new performance era for TVS in Morocco and across Africa."*

Engineered with cutting-edge racing technology and honed by TVS Racing pedigree, the TVS Apache, ever since its launch 20 years ago, has fuelled the adrenaline of riders across 60+ countries. This blazing legacy of speed, style, and pure thrill is crafted for enthusiasts who live life in the fast lane!

RACETRACK TO ROAD: THE RACING DNA THAT BUILT THE RTR 310

Every Apache ever produced has been shaped by competition. The Apache RTR 310 inherits a lineage forged across four decades of TVS Racing — from national championships to international endurance circuits. Its 'Track to Road' philosophy is not a marketing claim; it is an engineering mandate that touches every system on the motorcycle.

SEGMENT FIRST

- Cruise Control
- Dynamic Class D LED Headlamp

SEGMENT DEFINING

- Bidirectional Quickshifter
- Race Tuned Linear Stability Control

SEGMENT FIRST	SEGMENT DEFINING
<ul style="list-style-type: none">• Dynamic Brake Lamp• 5 Ride Modes incl. Supermoto Mode• 5" TFT Cluster with GoPro, Music, Voice Assist, Smart Helmet & Navigation• Race Tuned Dynamic Stability Control (6D IMU): Cornering ABS, Cornering TC, Cornering Cruise, Wheelie, Slope & Rear Lift-off Control	<ul style="list-style-type: none">• Lightweight Aluminium Sub Frame• Tire Pressure Monitoring System• Unique Reverse Inclined DOHC Engine

MORE THAN A MOTORCYCLE: A MOVEMENT BUILT ON COMMUNITY

The TVS Apache is more than a machine. It is a culture and a declaration of identity: a shared language spoken by riders who refuse to settle for ordinary. In Morocco, that conversation is just beginning. For the new generation of riders — this is a chance to connect with our ever growing global community of performance enthusiasts who ride with purpose, passion and pride.

POWER TO THE FREESTYLER: ENGINEERED FOR GLOBAL ROADS

- **Reverse-Inclined DOHC Engine | 312.2 cc:** A unique engine orientation achieves exceptional mass centralisation. The forged aluminium piston is 5% lighter, unlocking a peak power of 35.6 PS @ 9,700 rpm and maximum torque of 28.7 Nm @ 6,650 rpm. All-range torque delivery ensures relentless pull across the entire power band.
- **Fastest in Segment 0–60 — 2.81 seconds:** The RTR 310 sets a benchmark no rival in its category has matched.

The TVS Apache RTR 310 is launched in 4 standard SKUs with an attractive pricing:

VARIANT	PRICE (Ex-Showroom, Morocco)
Arsenal Black (w/o Quickshifter)	MAD — Contact Dealer
Arsenal Black	MAD — Contact Dealer
Fury Yellow	MAD — Contact Dealer
Sepang Blue	MAD – Contact Dealer

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 90 countries in which we operate. For more information, please visit www.tvsmotor.com

For further information, please contact:

Kanika Mehta
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ANNEXTURE: KEY FEATURES | TVS APACHE RTR 310

CATEGORY	SPECIFICATIONS	TVS Apache RTR 310 (Top)
CHASSIS	Frame	Steel Trellis
	Sub Frame	Hybrid - Aluminium Cast + Steel Trellis
	Handlebar	Steel Tapered, Ø 27 / 22 mm
	Front Suspension	KYB USD 43 Adjustable
	Rear Suspension	KYB Mono Tube Floating Piston/ Preload
	Suspension Travel	140 mm / 131 mm
	(Front/ Rear)	
ELECTRONICS	5 - Ride Modes - Track, Sport, Urban, Rain & Super Motto	Y
	5" TFT Cluster – Coloured	Y
	Keyless Ride	N
	Drag Torque Control (DTC)	Y
	Cornering- DTC	Y
	Launch control	Y
	Cruise Control	Y
	RT-LSC : Linear- ABS, Traction Control, RLP	Y
	TFT Multi-way Bluetooth connectivity - Mobile App, Music playback, Incoming calls, Navigation	Y
	Image transfer	Y
	DRL ON/OFF via TFT cluster	Y
	SuperMoto Mode	Y
	Daytime Running Lights	Y
	Dynamic Headlamp	Y
	Dynamic brake lamp	Y
	RT-DSC - Cornering ABS, CTC, SDC, WC, CCC, RLC	Y
	Quick Shifter (Bi-directional)	Y
	Voice assist	Y
	GoPro camera control (via TFT)	Y
	TFT Cluster RT - DSC VAFs enable/disable	Y
Multi Language TFT	Y	
Sequential Turn Signal	Y	

