

29th October 2026

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 / Madam,

**Reg : Press Release - "TVS STRENGTHENS ITS MODERN-RETRO LINE
WITH THE LAUNCH OF THE LATEST RONIN SERIES, INSPIRED BY
AGONDA BEACH"**

We enclose a Press Release regarding **"TVS STRENGTHENS ITS MODERN-RETRO
LINE WITH THE LAUNCH OF THE LATEST RONIN SERIES, INSPIRED BY
AGONDA BEACH"**, for dissemination.

Date and time of occurrence of event: October 29, 2026 at 4.17 P.M. (IST)

Thanking you,

Yours truly,

For **TVS MOTOR COMPANY LIMITED**

KELLIYA
SUBRAMANIA
N SRINIVASAN

Digitally signed by
KELLIYA SUBRAMANIAN
SRINIVASAN
Date: 2026.10.29 16:38:04
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K S Srinivasan
Company Secretary

Encl.: a/a

TVS STRENGTHENS ITS MODERN-RETRO LINE WITH THE LAUNCH OF THE LATEST RONIN SERIES, INSPIRED BY AGONDA BEACH

- *Born from custom motorcycle culture, the TVS Ronin Agonda sets itself apart from previous Ronin variants.*
- *In Indonesia, it is priced at **IDR 37,080,000 (on-the-road price, Greater Jakarta)**.*

Singapore/Jakarta, October 29, 2026 – TVS Motor Company – a global leader in two and three-wheeler manufacturing, has officially introduced the **TVS Ronin Agonda**, the newest series in the TVS Ronin lineup, inspired by the custom-modification style of Agonda Beach. The launch was held at Jimbaran Resto, Ancol, Jakarta, and was attended by media, dealers, and key opinion leaders. Carrying the spirit of **“Where Adventure Meets the Ocean Soul,”** the Ronin Agonda is a true interpretation of a modern-retro motorcycle that combines the toughness of adventure riding with coastal custom aesthetics, making it an exclusive choice for riders in Indonesia.

The name Agonda comes from Agonda Beach in Goa, India, which is known for its white sand, warm sunshine, and calm, laid-back atmosphere. This atmosphere is reflected in the motorcycle’s color scheme. The fuel tank is white with thin red and blue pinstripes, creating the triple-tone harmony that is the hallmark of the Ronin Agonda.

The motorcycle was first unveiled at Moto Soul 2025, TVS’s annual event held at Vagator Beach, Goa, India. Born from custom motorcycle culture, the TVS Ronin Agonda sets itself apart from previous Ronin variants. In Indonesia, it is priced at **IDR 37,080,000 (on-the-road price, Greater Jakarta)**.

The TVS Ronin Agonda belongs to the Base Variant and is equipped with four features that support riding safety and comfort:

- **Single Channel ABS (front wheel):** helps maintain stability during braking.
- **Rain Mode and Urban Mode:** Rain Mode is selected in wet weather, while Urban Mode is for daily riding on dry roads.
- **Glide Through Technology (GTT):** makes riding in traffic jams easier, as the motorcycle can move slowly or crawl in 1st, 2nd, and 3rd gear without the rider needing to pull the clutch lever or twist the throttle, which reduces rider fatigue.
- **Slipper Clutch:** makes gear changes, especially downshifts, feel smoother and less jerky.

In Indonesia, the TVS Ronin is available in two variants:

- **Top Variant:** available in Nimbus Grey and Midnight Blue.
- **Base Variant:** available in Lightning Black and Agonda.

Both variants come with Glide Through Technology, a Slipper Clutch, and a choice of Rain and Urban riding modes. The difference lies in the additional equipment on the Top Variant, which includes:

- Visor
- USB charger
- Dual Channel ABS
- Adjustable clutch and brake levers
- Digital instrument panel with SmartXonnect, which provides Voice Assist, turn-by-turn navigation, and incoming call notifications

Anthony Ho, Regional Business Head of TVS Motor Company for Indonesia and Singapore, stated that the arrival of this model is a strategic step for the company. "The arrival of the TVS Ronin Agonda in Indonesia is a strategic step for us to expand the TVS portfolio. Over the past three years, the TVS Ronin has been well received by Indonesian consumers, as shown by the many awards it has won from 2024 to the present. We hope that the TVS Ronin Agonda will meet the enthusiasm of modern-retro motorcycle fans, as well as adventure and modification enthusiasts in Indonesia," he said.

Meanwhile, **Nahason Jurun**, Head of Marketing at PT TVS Motor Company Indonesia, explained the reason behind the launch theme. "The arrival of the latest TVS Ronin Agonda series reflects our commitment to strengthening the modern-retro lineup in Indonesia. Its distinctive look is inspired by the coastal custom style of Agonda Beach, blending the free spirit of adventure lovers with a relaxed lifestyle. This is why we chose the theme 'Where Adventure Meets the Ocean Soul.' We have prepared this 225 cc motorcycle as an exclusive choice for consumers who love touring and freedom of self-expression," he said.

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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.

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