

30th August 2024

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 Raider Debuts in Sri Lanka: A Game-Changer for Urban Commuters"

We enclose a Press Release regarding "**TVS Raider Debuts in Sri Lanka: A Game-Changer for Urban Commuters**", for dissemination.

Date and time of occurrence of event: August 30, 2024 at 5:30 P.M.

Thanking you,

Yours truly,
For TVS MOTOR COMPANY LIMITED

K S Srinivasan
Company Secretary

Encl.:a/a

TVS Raider Debuts in Sri Lanka: A Game-Changer for Urban Commuters

- *Sporty, Stylish and Powerful, TVS Raider Redefines the Ride*
- *Equipped with best-in-class Acceleration, Reverse LCD Cluster and Animalistic LED Headlamps*

Colombo, August 30, 2024: TVS Motor Company (TVSM) - a leading global automaker that operates in the two and three-wheeler segments today launched its feature-rich TVS Raider 125 in Sri Lanka. The sporty motorcycle comes with first-in-class features such as an LCD digital speedometer, 3V iTouch Start, Animalistic LED headlamp and first-in-segment under-seat storage.

The TVS Raider is equipped with a powerful 125cc engine that delivers a perfect balance of power and efficiency for a smooth, thrilling ride, complemented by its sharp, aggressive styling that makes it a head-turner on the road. It features an advanced digital console that provides real-time information, including fuel efficiency, speed and helmet reminder, ensuring riders are always informed. Designed for comfort and superior handling, the TVS Raider is ideal for both short city rides and longer journeys, while its advanced safety features, including disc brakes, ensure maximum control and safety on every ride.

Mr. Rahul Nayak, Vice President – International Business, TVS Motor Company, said, *"With the introduction of TVS Raider, we are creating a vibe in the two-wheeler market. Superior features, cutting-edge technology, sharp and distinct design, unmatched ride quality, should make it the choice of the Gen Z."*

Mr. Geethal Anthony, Chief Executive Officer of TVS Lanka (Pvt) Ltd, expressed enthusiasm about the launch of the TVS RAIDER 125 in Sri Lanka & it will be a most exciting product added into the TVS Lanka portfolio. He highlighted that TVS Lanka, as a vehicle assembler in Sri Lanka, had the privilege of assembling the TVS RAIDER 125, a motorcycle that boasts in advanced technology, superior features, in distinctive design, delivering an unparalleled riding experience to Sri Lankans.

Mr. Anthony further said that TVS Lanka achieved defined local value addition in launching TVS RAIDER by elevating our local component manufacturers in delivering world matched quality & safety standards. He credited the all government institutions including Ministry of Industries in promoting localization in Sri Lanka. He anticipates

KEY FEATURES

- Reverse LCD digital speedometer
- Under Seat Storage
- Air & Oil cooled 3 Valve Engine
- Signature Animalistic LED Headlamp & LED Tail Lamp
- Disc brake (Front)
- Synchronized Braking Technology
- Wider split seat
- USB Charger
- Helmet reminder

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the TVS RAIDER will attract more youth to the two wheeler segment and thrive the growth of the industry.

Style:

TVS Raider embodies the Company design spirit of innovation with a unique and bold design theme. The motorcycle has a distinctive personality and a special logo to symbolise this theme. The strong and sculpted tank profile imparts TVS Raider's muscular and solid appeal. At the same time, it is a sporty, compact and agile motorcycle for everyday riding. The signature design elements of TVS Raider are its distinctive and aggressive headlamp and tail-lamp that provide excellent visibility. The youthful colour schemes with specially designed textures and finishes are inseparable from its sporty and energetic design.

Performance:

TVS Raider is coupled to an advanced 124.8cc air & oil-cooled 3V engine, and it churns a maximum power of 11.2 BHP @ 8,000 rpm and torque of 11.2 Nm @ 6,500 rpm. The motorcycle boasts a best-in-class acceleration of 0-60 km/h in 5.9 secs. The dynamic comfort and handling can be attributed to the gas-charged 5-step adjustable mono-shock suspension, low friction front suspension and split seat, 5-speed gearbox and 17" alloy chunky wide tyres. The reverse LCD digital speedometer is loaded with an advanced hi-tech gadget that showcases an easy-to-read details. The switch cluster, footpegs and mechanical details are designed in harmony with the motorcycle for uncompromised functional benefits.

Comfort, Safety and Convenience:

The ergonomics of the TVS Raider are developed with a supreme focus on the comfort and convenience of the rider. Based on the TVS Motor Company's performance motorcycle DNA, the configuration of low seat height balanced on a long wheelbase, perfect ergonomics triangle, and a mono-shock delivers engaging ride and handling. With its distinct note, the exhaust design is tuned to perfection as it reverberates the indomitable spirit of the motorcycle. Features such as first-in-segment easy access under-seat storage for all your essential belongings, helmet reminder, and the USB charger are focused on creating a fulfilling ride experience.

TVS Raider comes with a vibrant colour selection of Red and Black.

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

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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. 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.

For more information, please visit www.tvsmotor.com.

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