

13th February 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 Ignites Landmark Second Year At Rann Utsav, Powering India's Experiential Tourism Through Motorcycling"

We enclose a Press Release regarding **"TVS Motor Ignites Landmark Second Year At Rann Utsav, Powering India's Experiential Tourism Through Motorcycling"**, for dissemination.

Date and time of occurrence of event: February 13, 2026 at 6.31 P.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 Ignites Landmark Second Year At Rann Utsav, Powering India's Experiential Tourism Through Motorcycling

- *Five bespoke custom motorcycles interpret the landscapes and cultures of the Rann of Kutch*
- *Community rides and motorsports experiences reinforce Rann Utsav, Gujarat as a must-visit experiential destination*
- *Over 100 Riders from TVS Apache Owners Group (AOG) and TVS Ronin CuLT (Culture, Lifestyle, and Travel) Community Undertake First-Ever West Chapter Ride to the Rann*

Bhuj, February 13, 2026: TVS Motor Company (TVSM), a leading global manufacturer in two and three-wheeler segment, is pioneering a new era of experiential tourism by curating motorcycling-led adventures to unlock India's most iconic destinations. In its landmark second year at Rann Utsav, Gujarat, TVSM positions the Rann of Kutch as a must-visit global festival, drawing riders from across India and overseas to experience the vast white expanse of the Rann, the iconic 'Road to Heaven', and its starlit desert skies.

Building on its maiden association with the festival last year, this edition saw over 100 motorcycle enthusiasts, including riders from countries such as Italy and Mexico, explore the white salt plains over two days through community rides, bespoke custom motorcycles, and motorsports showcases. The growing scale of participation underscores Rann Utsav's evolution into a motorcycling-led experiential tourism destination.

Shri Harsh Sanghavi, Hon'ble Deputy Chief Minister of Gujarat said, *"The Rann Utsav continues to redefine how destinations can be experienced, blending culture, landscape, and innovation in meaningful ways. The growing participation of riders and communities this year demonstrates how initiatives like this expand the appeal of the Rann of Kutch beyond traditional tourism formats. Collaborations with industry leaders such as TVS Motor Company help strengthen India's experiential tourism narrative, positioning the Rann of Kutch as a destination that resonates not only nationally, but globally."*

Against this broader vision of positioning India's destinations globally, Rann Utsav has emerged as a powerful example of how culture, landscape and contemporary experiences can come together to create sustained tourism appeal.

"The Rann of Kutch stands as one of India's most remarkable expressions of culture and heritage. The Hon'ble Prime Minister Shri Narendra Modi's long-standing vision and encouragement to promote India's destinations, and experiential tourism has been a strong

source of inspiration for TVS Motor. It is an honour to take this vision to the next level by pioneering motorcycling-led adventures that position India's treasures on the global tourism map," said **Sudarshan Venu, Chairman, TVS Motor Company.**

West Chapter Ride with TVS Apache Owners Group (AOG) and TVS Ronin CuLT Community Brings Over 100 Riders to the Rann

The first-ever West Chapter ride of the TVS Apache Owners Group (AOG) and TVS Ronin CuLT community brought together more than 100 participants from Mumbai, Pune, Kolhapur, Jaipur, and Ahmedabad. The long-distance ride reinforced the Rann as a destination best experienced on two-wheels, combining highways, rural routes, and the vast salt desert landscape into a shared journey of exploration.

TVS Premium Arena Showcases Performance DNA And Motorsports Experiences

The TVS Premium Arena came alive as a high-energy showcase of performance, motorsports, and product versatility. The zone spotlighted TVS Racing's legacy alongside TVS Apache's performance DNA and the CuLT imagery of the TVS Ronin through dynamic displays of motorcycles, race machines, accessories, and merchandise.

Motorsports and riding experiences formed a key pillar of engagement, including:

- TVS Apache Pro Performance stunt showcases
- TVS Ronin Drift-R flat track training and customer experiences
- TVS Racing FMX showcases
- TVS Apache RTX adventure training and experiences
- An exclusive Women's Drift-R Championships

Rann Utsav Custom Series Brings Together Design, Craft And Exploration-Inspired Engineering

At the heart of the collaboration was the TVS Rann Utsav Custom Series, a curated set of five bespoke motorcycles conceived as cultural interpretations of the Rann of Kutch. Drawing from the region's vast salt flats, dramatic skies, star-filled nights, and living craft traditions, the series translates landscape and heritage into form, colour, and purpose.

Four motorcycles - TVS Ronin, TVS Apache RTR 200, TVS Apache RTR 310, and TVS Apache RR 310 were reimagined as part of "The Rann of Kutch Edition – A Symphony of Salt and Sky." Developed in collaboration with Eimor Customs, the hand-painted designs reflect the striking contrast of the Great Rann, where ever-changing skies meet endless white salt plains. A posterised colour language, meticulously applied as fine art across key body panels, is complemented by bespoke laser-cut stainless-steel badges marking each motorcycle as part of this limited series.

Completing the collection is a specially modified TVS Ronin, built around the theme "Unscripted Exploration." Inspired by the terrain and spirit of the Rann, the motorcycle features



dual-purpose tyres, a custom-modified front mudguard, and a reinforced rear rack with modular luggage. Ajrak-inspired leather accessories and camel-toned hand-stitched elements pay tribute to local heritage, while a Sky Blue to Salt White gradient finish captures the quiet transition of dawn over the salt desert.

Second Edition Reinforces A Long-Term Experiential Vision

By returning to the [Rann of Kutch](#) for a second consecutive year, TVS Motor reaffirms its intent to build a long-term experiential platform with Gujarat Tourism, one that brings together performance, community, design, and culture to showcase India's landscapes through a distinctive rider-led lens. The collaboration extends a national invitation to riders to #ExploreTheUnexploredRann, discovering the region through exploration, creativity, and the joy of motorcycling.

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.

For more information, please contact:

Suman Prasad: suman.prasad@tvsmotor.com

Mayuri Sil: mayuri.sil@tvsmotor.com

