

12th November 2018

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

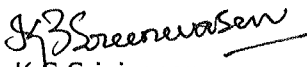
Dear Sir,

**Reg : Press Release - TVS Motor Company launches the new TVS
Apache RTR 160 4V in Bangladesh**

We enclose a Press Release regarding "TVS Motor Company launches the new TVS
Apache RTR 160 4V in Bangladesh", for dissemination.

Thanking you,

Yours truly,
For TVS MOTOR COMPANY LIMITED


K Srinivasan
Company Secretary

PRESS RELEASE



TVS Motor Company launches the new TVS Apache RTR 160 4V in Bangladesh

- *Born of the six-time Indian National Motorcycle Racing Championship (INMRC) winning motorcycle – (Group B) RTR 165*
- *Powerful 160cc motorcycle equipped with New Generation Racing Oil Cooled Combustion Chamber Engine*
- *Boasts of TVS Motor Company patented Double-cradle Split Synchro Stiff Frame Design*

Dhaka, November 12, 2018: TVS Motor Company, a reputed manufacturer of two-wheelers and three-wheelers in the world, today launched the **TVS Apache RTR 160 4V** in Bangladesh. A testimony to the racing legacy of the TVS Apache RTR series, the TVS Apache RTR 160 4V will be the flagship offering of the brand in the country.

The TVS Apache RTR 160 4V is born of the six-time Indian National Motorcycle Racing Championship (INMRC) winning motorcycle – (Group B RTR 165) and gets the 4-valve, oil-cooled engine that offers best-in-class performance.

Speaking at the launch of the TVS Apache RTR 160 4V **Mr. R. Dilip, Senior Vice President - International Business, TVS Motor Company**, said, *"In over 10 years of its existence, the TVS Apache RTR series has created phenomenal customer delight. The TVS Apache RTR 160 4V is an exciting addition to the TVS Apache RTR series. It is a powerful 160cc motorcycle and embodies the latest racing technology with best-in-class performance. We are confident that the TVS Apache RTR 160 4V will also delight customers in Bangladesh with its superior performance and dynamic racing look."*

- **Engine:** 159.7cc, 4 valve, 4 stroke, oil-cooled engine
- **Maximum Power:** 12.14 kW @ 8000 rpm (16.5 PS @8000 rpm)
- **Maximum Torque:** 14.8 Nm @ 6500 rpm
- **Max Speed:** 113 kmph
- **Acceleration** 4.73 seconds
- **Best-in-class:** power-to-weight ratio
- **Brakes:** Front & Rear Disc
- **Fully digital cluster**

PRESS RELEASE



Commenting on the launch **Mr. Ekram Hussain, MD - TVS Auto, Bangladesh**, *"We are excited about the launch of the TVS Apache RTR 160 4V in Bangladesh as it joins TVS Motor Company's promising product portfolio. TVS Apache is a much-loved brand in Bangladesh because of its 36 years of racing heritage and therefore establishes a strong connect with the youth. I am confident that the new generation motorcycle will be an instant hit among bike enthusiasts for its styling and performance."*

The TVS Apache RTR 160 4V is available in the **Carburetor** variant. The motorcycle gets a **159.7 cc, single-cylinder, 4-stroke, 4-valve, oil-cooled engine** that churns out **16.5 PS @8000 rpm and 14.8 Nm @ 6500 rpm**. The engine is mated to a **5-speed super-slick gear box** that offers a precise and powerful riding experience.

Staying true to its racing pedigree, the TVS Apache RTR 160 4V has the **most powerful 160cc** engine, enabling the best performance in its class and boasts of a **top speed of 113 kmph**. Complete with **best-in-class power-to-weight ratio**, the motorcycle does an astounding **0-60 kmph in 4.73 seconds**.

TVS Apache RTR 160 4V comes with the TVS Motor Company patented **Double-cradle Split Synchro Stiff Frame Design**, which gives excellent high-speed stability and best-in-class handling on/off-track. The **mono-shock suspension**, engineered and precision-tuned by inputs from TVS Racing riders, contributes to the razor-sharp handling and agility through the corners. Placing paramount importance on safety, the TVS Apache RTR 160 4V comes in **Double Disc** variant in the Bangladesh market.

With a **fully-digital speedometer**, the design of the TVS Apache RTR 160 4V offers sleek styling along with the race-spec aspects of the INMRC race machine – RTR 165. The forward biased stance with tight proportions is complemented by the **aggressive headlamp**, chiseled body and a sleek, **sharp tail**. The motorcycle boasts of a compact race design with **chequered flag decals** on the tank, a fitting homage to its winning streak on the race track. The motorcycle comes in three stunning colours, namely, RR Red, Racing Black and Racing Blue.

PRESS RELEASE



The TVS Motor Company portfolio in Bangladesh includes:

- TVS Apache 160 2V
- TVS Stryker 125
- Metro
- Metro Plus
- TVS XL100
- TVS WEGO
- TVS Jupiter

About TVS Motor Company

We are a reputed two and three-wheeler manufacturer, and the flagship company of the USD 7 billion TVS Group. We believe in Championing Progress through Mobility. Rooted in our 100-year legacy of Trust, Value, Passion for Customers and Exactness, we take pride in making internationally aspirational products of the highest quality through innovative and sustainable processes. We endeavour to deliver the most superior customer experience at all our touch points across 60 countries. We are the only two-wheeler company to have received the prestigious Deming Prize. Our products lead in their respective categories in the JD Power IQS and APEAL surveys for the past four years. We have been ranked No. 1 Company in the JD Power Customer Service Satisfaction Survey for consecutive three years. For more information, please visit www.tvsmotor.com.

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