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**THE WORLD'S
FAVOURITE
INDIAN**

10 April 2023

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BSE Code: 532977	NSE Code: BAJAJ-AUTO

Dear Sir/Madam,

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find attached a copy of the Press release being issued by the Company in respect of launch of the next phase of '**Bajaj Auto Ltd. & Triumph Motorcycle Ltd. partnership operations in India**'.

This is for your information please.

Kindly acknowledge receipt.

Thanking you,

Yours faithfully,
For Bajaj Auto Limited,

Dr. J Sridhar
Company Secretary &
Compliance Officer

Encl: as above



BAJAJ AUTO LTD & TRIUMPH MOTORCYCLES LTD LAUNCH THE NEXT PHASE OF THEIR PARTNERSHIP OPERATIONS IN INDIA

- *Triumph Motorcycles Ltd transfers its distribution operations within India to Bajaj Auto*
- *A new range of mid-sized Triumph motorcycles jointly developed by both companies and produced in Bajaj's Chakan plant to be launched in 2023.*
- *Triumph motorcycles dealer network in India to be expanded from current 15 cities to over 120 in next two years.*

PUNE, 10 April 2023:

Today, it is announced that Bajaj Auto Ltd and Triumph Motorcycles Ltd have completed the successful transfer of Triumph's India Sales & Marketing operations to Bajaj Auto. This follows the announcement back in 2020, of the strategic partnership between the two companies, in which both confirmed that they would jointly collaborate to create a new range of mid-sized Triumph Motorcycles.

This launches the next phase of the partnership, effective from April 1st, 2023, where all the current 15 Triumph Motorcycle dealerships will be managed by Bajaj Auto.

Bajaj Auto already operates four distinct and exclusive dealership networks for its KTM, Bajaj Motorcycles, Chetak Electric and Bajaj 3-wheelers range of products. The Triumph dealers will join this family as the fifth exclusive retail channel within a network of over 6000 dealers and sub-dealers across Bajaj's brand portfolio in India.

All the existing Triumph dealerships will remain exclusive to the brand and continue to provide a high customer experience in line with Triumph's global standards.

Following this, both companies are looking forward to confirming later in the year the timings for the launch of the new mid-sized Triumph motorcycles, which have been jointly developed by the two organizations and will be built at Bajaj Auto's Chakan plant. The launch of these new motorcycles will be a testament to the combined strengths of the two pioneering giants in the areas of design technology, and cost-competitive manufacturing.

This new range of mid-sized Triumph motorcycles will create a new entry point into the Triumph brand around the world, which will enable many new customers to enjoy riding a Triumph motorcycle. Bajaj Auto plans to launch Triumph dealerships in over 120 cities in the next two years. These new showrooms will be created in line with Triumph's global standards.

Talking about the strategic partnership, **Rakesh Sharma, Executive Director - Bajaj Auto, said:** "We are very excited that the time to bring the results of the joint work of Triumph & Bajaj Auto teams is drawing closer. We welcome the Triumph dealerships into the Bajaj Auto family and offer them an opportunity to further build their business as the portfolio expands. We will also leverage our formidable distribution network to rapidly expand the exclusive Triumph stores in India in preparation for the soon-to-be-launched, exciting new motorcycles."

Paul Stroud, Chief Commercial Officer Triumph Motorcycles Ltd said: "This is an important partnership for Triumph which continues to progress very well. The Triumph dealer network have been great business partners for Triumph, they have achieved many great results with Triumph Motorcycles here in India and have served our 9000+ customers incredibly well since we entered the market back in 2014. We are excited about the growth that we can now achieve through our partnership with Bajaj Auto Ltd, here in India, and look forward to welcoming many more customers to the Triumph brand."



About Bajaj Auto

With 18 million motorcycles sold in over 79 countries, the Bajaj brand is truly “The World’s Favourite Indian”. It is India’s No.1 motorcycle exporter, with two out of three bikes sold internationally carrying a Bajaj badge. The company is also the world’s largest manufacturer of three-wheelers. Bajaj Auto is the first two-wheeler company in the world to have reached a market cap of INR one trillion and continues to be the world’s most valuable two-wheeler company. It has been delivering products which have best-in-class design and technology and are built on uncompromised quality for the past 75 years. The company’s unwavering commitment towards new product initiatives has made it future-ready.

ABOUT TRIUMPH

- First established in 1902, Triumph Motorcycles celebrates 120 years of motorcycle manufacture in 2022. For more than three decades, Triumph Motorcycles has been based in Hinckley, Leicestershire, and has produced iconic bikes that perfectly blend authentic design, character, charisma and performance.
- With more than 83,389 motorcycles delivered in calendar year 2022, and over 740 dealers across the world, Triumph is the largest British motorcycle manufacturer.
- This focus, innovation and engineering passion has today created a broad range of bikes suited to all motorcycle riders, including the stunning new Speed Triple 1200 RR, Tiger Sport 660 and Trident 660, all-new transcontinental Tiger 1200 and epic Tiger 900, world leading Rocket 3R and GT, the new high-performance Street Triple 765 RS, iconic Scrambler 1200, and the legendary Triumph Bonneville family including the Bonneville Bobber, Thruxton RS, Speed Twin 900 Twin, Scrambler 900, and the iconic Bonneville T120 and T100 and the stunning Chrome Collection modern classics.
- Triumph currently employs around 3000 personnel worldwide and has subsidiary operations in the UK, North America, France, Germany, Spain, Italy, Japan, Sweden (Scandinavia), Benelux, Brazil, India, China and Thailand as well as a network of independent distributors. Triumph has manufacturing facilities in Hinckley, Leicestershire, and Thailand plus CKD facilities in Brazil and India.
- The Triumph Bonneville, famously named to celebrate Triumph’s 1956 land speed record on the Bonneville Salt Flats in Utah, USA, was the original British superbike and a race-winner straight out of the crate, chosen by famous motorcyclists of the past for its legendary handling, style, and character. Recently updated with even more performance, capability and style, it’s that handling, character and iconic looks, married to modern rider-focused technology that makes the new Bonneville family THE authentic modern classic choice today.
- Triumph has a glorious racing history, competing in and winning races in almost every class and field of motorcycle sporting achievement. From winning the second ever Isle of Man TT in 1908, through to 1960s road and track domination in Europe and America, right up to contemporary racing achievements with the Triumph triple powered 2014 and 2015 Supersports titles and World SuperSport racing, Isle of Man Supersports TT wins in 2014 and 2019, courtesy of Gary Johnson and Peter Hickman, and in 2022, with another victory at the legendary Daytona 200 by Brandon Paasch on the Street Triple 765.
- Triumph’s racing legend continues as the exclusive engine supplier to the FIM Moto2™ World Championship since the start of the 2019 season. Triumph Motorcycles provides all of the teams with race-tuned 765cc triples, each of which is based on the class-leading Street Triple RS powerplant. Redefining the class and breaking record after record in the



inaugural year, including the first ever +300km/h Moto2™ top speed, the 2020 season got even faster with another 11 all-time lap records and seven different winners from 15 races. Reflecting these great successes, the wonderful feedback and partnerships that Triumph have had with the riders and their teams, and the incredible response from Triumph fans across the world, Triumph and Dorna, in 2021, decided to extend our relationship and sign a new contract for another three years of racing: 2022 – 2024. The 765 Triumph Triple has so far achieved 72 race and outright lap records, enabled 21 different riders to win a Moto2™ race, with 8 different winners in 2022 alone, 300km/h top speed reached at least once in each season and over one million kms raced, proving the 765 Triple engine's outstanding performance and reliability.

- Triumph's racing activities are further bolstered by a return to the World Superbike paddock in 2022 with a factory-supported race team, Dynavolt Triumph, in the World Supersport Championship.

- In 2021 Triumph announced their forthcoming entry into the Motocross and Enduro worlds as well as a new factory racing effort, with a commitment to top tier championship racing in both Motocross and Enduro series.

In 2022 Triumph revealed their partnership with Thierry Chizat-Suzzoni, one of the sport's most experienced and successful team owners, who will field two of Triumph's all-new 250cc 4-stroke MX bikes in the 2024 MX2 class and will add an entry into the 450cc MXGP class in 2025, and with Team Principal Bobby Hewitt and Team Manager Stephen 'Scuba' Westfall to field its all-new Triumph 250cc 4-stroke MX bikes in the 2024 SuperMotocross World Championship, which is comprised of the Monster Energy Supercross World Championship, and the Pro Motocross Championship, with three season-ending SuperMotocross rounds.

For the 2025 season Triumph will additionally field its new 450cc bike in the SuperMotocross World Championship.