THE TVS DESIGN CHALLENGE

In association with Bengaluru By Design

Bengaluru By Design, invites design enthusiasts, design students and professionals to be a part of the TVS Design Challenge. The aim of this contest is to showcase the power of good design to rejuvenate two-wheelers in their respective categories, whilst staying true to the brand persona.
This challenge is set out for two exclusive vehicles by TVS Motor :

1) TVS APACHE RR 310

2) TVS NTORQ 125

About TVS:

TVS Motor Company Limited is the second largest two-wheeler and three-wheeler manufacturer in India producing scooters, motorcycles, mopeds and three-wheelers. It ranks amongst the top ten two-wheeler companies in the world, distributing to over 60 countries. "Joy of riding" defines TVS's design sensibilities. TVS Motor's strength lies in design and development of new products.

About Bengaluru By Design:

Bengaluru by design is an initiative to celebrate creativity, encourage design thinking and explore the innovations in design today.We are demystifing design and making it more accessible to the public through our extensive installations, workshops, events, pop-ups, talks and more. Local talent and global mavericks, modern innovations and reconstructed classics, the exquisite and the everyday… explore everything design with Bengaluru By Design.

T V S N T O R Q 1 2 5 C H A L L E N G E

Designing for gen-z rider by applying colors and graphics

T V S N T O R Q 1 2 5 :

Since its launch in February 2018, TVS NTORQ has taken the two-wheeler world by storm. Built for the Gen-Z riders, TVS NTORQ 125 is India's first Bluetooth connected scooter with sporty style inspired from stealth aircraft and superior performance backed by TVS Racing pedigree. A scooter like no other, TVS NTORQ 125 embodies style, performance and technology and takes the scooter world to a new level. Along with a performance inspired from TVS Racing DNA owing to learning's from Scooter racing experience, TVS NTORQ premiers the **TVS Smart Xonnect***, an innovative Bluetooth-enabled technology which enables 55 features including navigation assist, top speed recorder, in-built lap-timer, trip meter and multi-ride statistic modes such as Street and Sport.

Post its launch, within six months, TVS NTORQ 125 has successfully crossed the milestone of one-lakh sales. While the volumes have been euphoric, the consumers not only took the TVS NTORQ 125 to their homes but gave it a pride of place across their social platforms. Over 15 strong NTORQ communities across social media and thousands of posts to showcase the product prowess and pride of ownership, TVS NTORQ has definitely been able to carve a mark for itself with the young audience.

TVS NTORQ aims to become the most preferred choice of automobile for the Gen-Z by continuous design innovations, leading in technology adoption and by setting new benchmarks in performance.

To know more about your canvas, please visit: **www.tvsntorq.com**

TVS NTORQ 125 CHALLENGE

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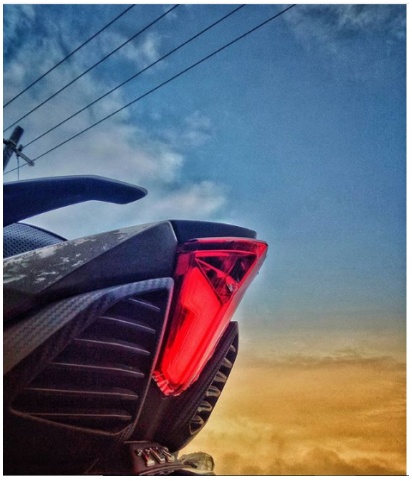

About the style of TVS NTORQ:

Taking cue from the design of a stealth aircraft, TVS NTORQ 125 embodies a sharp, aggressive style with a signature tail and LED tail lamps. The well-placed sharp cuts of the scooter accentuate its appeal, lending it a tapering, sporty look. Equipped with a sporty stub muffler, an aggressive headlamp cluster and textured floor board, it has diamond cut alloy wheels which make a distinct style statement.

It is available in the color selection of Matte Series- Matte Yellow, Matte Green, Matte Red and Matte White and Metallic Series- Metallic Blue, Metallic Grey and Metallic Red

The 'T' in the rear tail lamp is a unique design identifier of NTORQ. It makes the NTORQ's presence on road unique and is one of the most photographed assets of NTORQ with TG raving about it on social media.

The 'T' is also a distinct identifier in the NTORQ logo:

The 'T' in NTORQ makes it closer to the world of thrilling performance and technology. The cine world of Transformers. The real world of NTORQ

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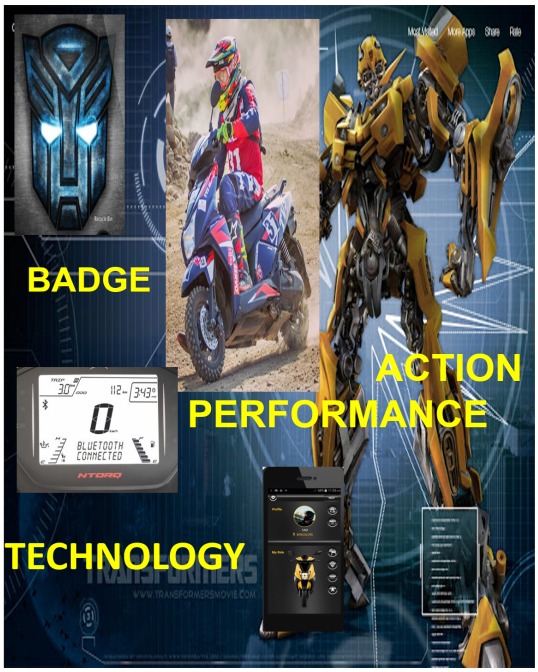
THE TASK

We are looking for our next graphic and color combination for NTORQ inspired from the **'world of transformers'**

Your job is to take this vehicle (we have given a contour-line drawing) and create its new graphics & colors which will appeal to Gen-Z rider and will reflect the persona of NTORQ.

THE INSPIRATION: THE 'WORLD OF TRANSFORMERS'



NOTE: 'The World of Transformers' is for inspiration ONLY

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THE JUDGES:

Experienced designers at TVSM. The creators of the machine themselves.

THE PRICE:

1st PRICE: Rs. 40,000/- (single recipient)

2nd Price: Rs. 30, 000/- (single recipient)

3 Price: Rs.15,000/- (two recipients)

10 Consolation Prices: TVS MERCHENDISE

- Certificate of Appreciation & Participation by TVS & Bengaluru By Design
- Design Showcase on Bengaluru ByDesign Social Media and Digital Platforms.
- Winner Announcements at the India Design Forum Conference hosted by Bengaluru By Design on 23rd & 24th November 2018, Bengaluru.

SUBMISSION:

- Please share a written concept of your design in no more than 250 words
- All images of designs to be shared in 300 dpi PDF/ JPG format. Please name the file as **(yourfullname)_BBD_TVS_Challege_Submission_(1,2,3 etc)**
- All entries to be shared by email to mail@bengalurubydesign.com.
- If the files are more than 18 MB then please share via **www.wetransfer.com**
- Last date of submission: **Sunday18th November 2018 11.59 pm, Late entries will not be considered.**
- Application Forms along with Annexure 2A, 2B & 2C need to be completed and the signature of the participant is mandatory. Incomplete & unsigned forms will not be considered.
- Each Participant can choose to take part in the Apache RR 310 and/or the NTORQ 125 Challenge. However only single entries of each challenge will be accepted. Multiple entries will not be considered.

TVS NTORQ 125 CHALLENGE

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PLEASE ENTER YOUR DETAILS IN ALL CAPS AND SUBMIT THE SUPPORTING DOCUMENTS

FIRST NAME: _____ **LAST NAME:** _____

AGE: _____ **M/F:** _____

DATE OF BIRTH (dd/mm/yyyy): _____

STUDENT / PROFESSIONAL (please specify): _____

IF STUDENT, please mention

COLLEGE/ UNIVERSITY NAME: _____

DEGREE/ COURSE: _____

(Please attach your student identity proof)

IF PROFESSIONAL, please mention

COMPANY NAME: _____

DESIGNATION: _____

(Please attach your identity proof: Passport copy or Driving license or Aadhar)

MOBILE NO: _____ **EMAIL ID:** _____

ADDRESS: _____

_____

TERMS & CONDITIONS:

I agree that Bengaluru By Design and TVS have the right to use the submitted designs at their discretion across mediums, crediting the designer. I agree that the designs are original and TVS or Bengaluru By Design a brand of Exhibitions by Design LLP are not liable in the event of a breach of copyright or plagiarism. This is the sole responsibility of the participant.

_____ _____

SIGNARTURE OF PARTICIPANT: **DATE:**

T V S N T O R Q 1 2 5 C H A L L E N G E

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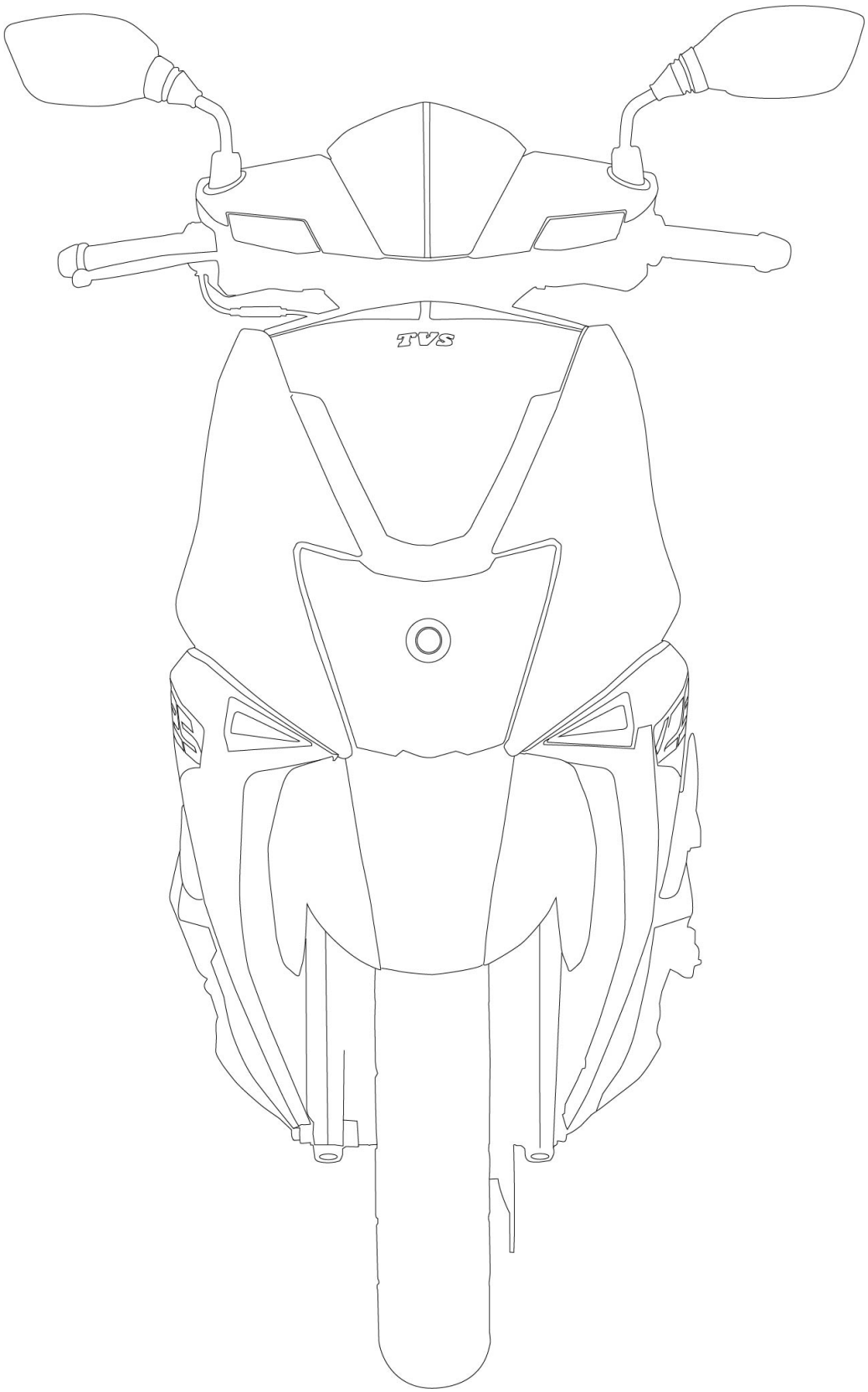
A N N E X U R E 2 A



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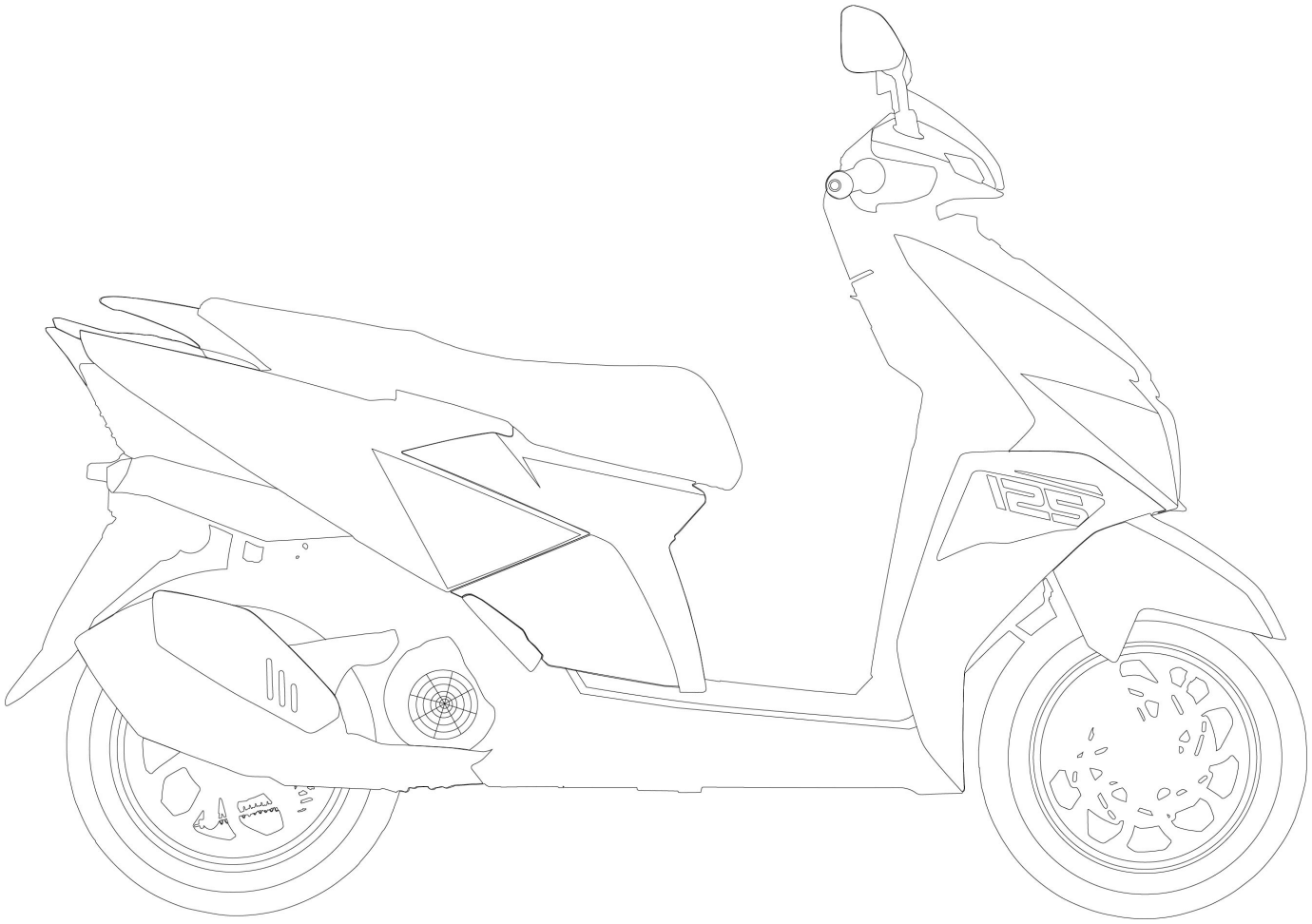
ANNEXURE 2 B



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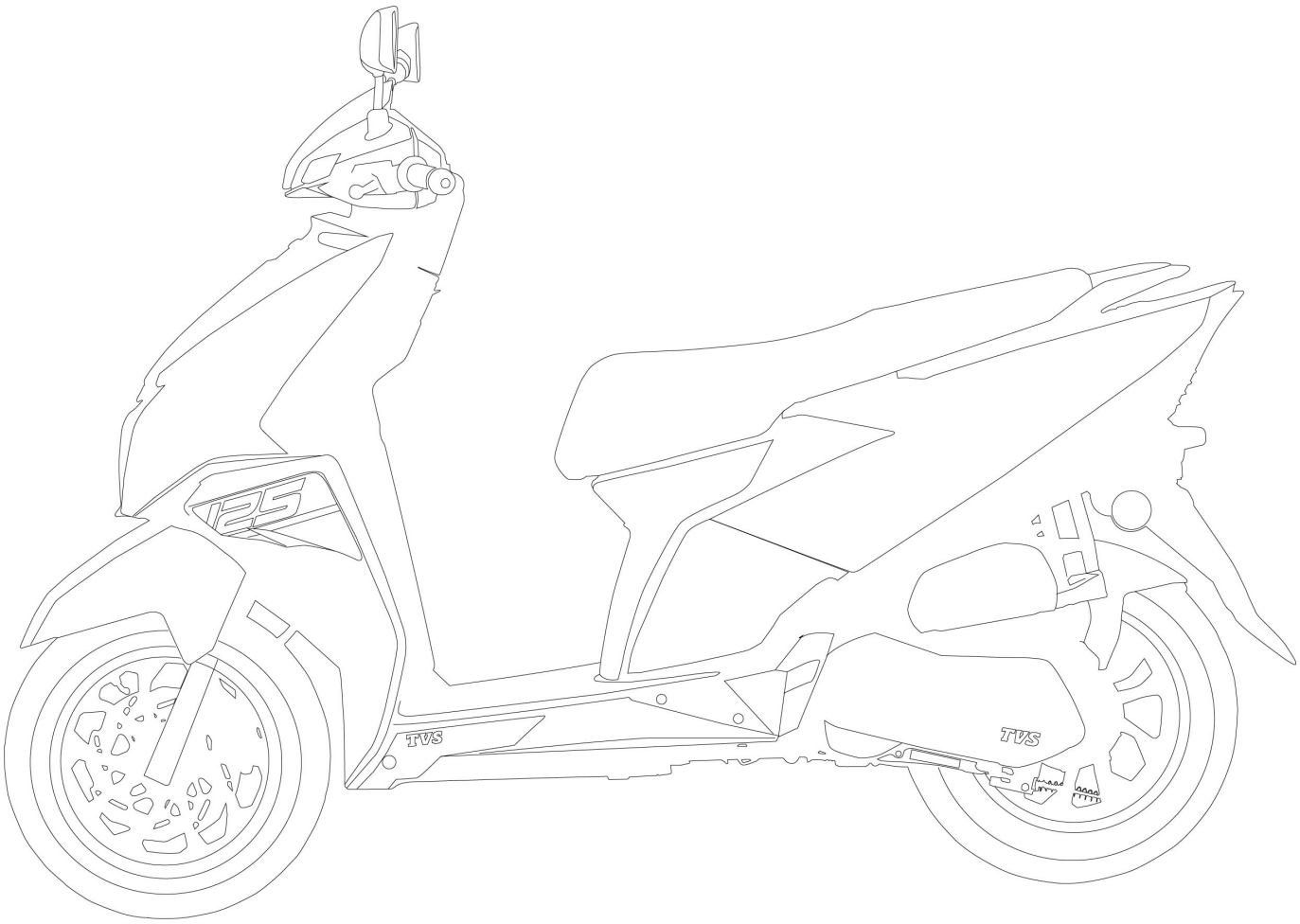
ANNEXURE 2 C