

27th February 2025

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 - "THE KING OF 3-WHEELERS: TVS MOTOR COMPANY LAUNCHES TVS KING DURAMAX PLUS AND TVS KING DELUXE PLUS, IN MEXICO"

We enclose a Press Release regarding **"THE KING OF 3-WHEELERS: TVS MOTOR COMPANY LAUNCHES TVS KING DURAMAX PLUS AND TVS KING DELUXE PLUS, IN MEXICO"**, for dissemination.

Date and time of occurrence of event: February 27, 2025 at 05:25 P.M. (IST)

Thanking you,

Yours truly,

For TVS MOTOR COMPANY LIMITED

K S Srinivasan
Company Secretary
Encl.: a/a

THE KING OF 3-WHEELERS: TVS MOTOR COMPANY LAUNCHES TVS KING DURAMAX PLUS AND TVS KING DELUXE PLUS, IN MEXICO

Oaxaca, February 27, 2025: TVS Motor Company (TVSM) - a leading global automaker in the two and three-wheeler segment - today launched the **TVS King Duramax Plus** and **TVS King Deluxe Plus** three-wheelers in Mexico. Both these passenger carriers are designed like a car on three wheel, with several smart features for driver and passenger comfort, with a durable and reliable engine for a low total cost of ownership. The engines deliver best-in-class power yet are fuel efficient and low on maintenance. Both variants will be available in Mexico starting March 2025 through the retail channels of the Company's official distributor – **Motomex**.

Launching the products, **Martin Corsunsky**, Business Head, Latin America, TVS Motor Company, said, *"The three-wheeler segment is a great space for us. We have amongst the most advanced engineering and technology and we have years of experience, from all across the globe. The two launches today, further enhance the benchmarks in the three wheeler segment. Add to this, the service, spare and after-sales capability of our partner Motomex, and TVS three wheelers become a complete package. We are excited by what drivers and passengers are set to experience in Mexico."*

The **TVS King Duramax Plus** has a powerful liquid cooled 225 cc engine, best-in-class power and gradability, all-gear-start technology, new LED headlamps, tubeless tyres and durable ribbed drum brakes among other features. There is extra space at the back for passenger comfort. It has a driver foot-rest and twin lockable dashboard storage. A new signature front grill considerably enhances the aesthetics.

The **TVS King Deluxe Plus** comes with a 200 cc duralife engine, feather touch start with the i-Touch button, and several other segment-first features. It is built on a ladder type chassis with additional cross beam for passenger safety and strong build quality. King size driver seat, extra-large utility box, large foldable mirrors and tubeless tyres make it a compelling proposition.

With the two new products, TVSM takes a significant step in Latin America, reinforcing its commitment to providing efficient and convenient mobility solutions.

TVS Motor Company is globally recognized for its engineering, innovation, and quality. The company's products are sold in more than 80 countries across Asia, Africa, Europe and Latin America.

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 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

For more information, please contact:

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