

25th January 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 by Ezz LCV, the authorized distributor of the Company in Egypt regarding inauguration of New Assembly Line in Giza, Egypt

We enclose a Press Release by Ezz LCV, the authorized distributor of the Company in Egypt regarding inauguration of a new assembly line in Giza, Egypt, for dissemination.

Date and time of occurrence of event: January 25, 2025 at 5:00 P.M.

Thanking you,

Yours truly,

For **TVS MOTOR COMPANY LIMITED**

K S Srinivasan
Company Secretary
Encl.:a/a

PRESS RELEASE



Ezz LCV celebrates 5-year milestone with TVSM with a New Assembly Line in Giza

~ Relocates assembly to strengthen its the footprint in Egypt

Giza, January 25, 2025: Ezz LCV, the authorized distributor of TVS Motor Company (TVSM) in Egypt, today inaugurated a new assembly line in Giza, investing approximately 6.5 million U.S. Dollars (360 Million EGP) to enhance local manufacturing capabilities. The state-of-the-art facility will have a production capacity of 100,000 units per year, significantly expanding Ezz LCV's ability to meet growing market demand for two-wheelers.

The new assembly line will assemble popular TVSM popular models, including the TVS Apache RTR Series, TVS HLX Series, and TVS XL 100. By localizing production, Ezz LCV aims to improve delivery times, support its extensive dealer network, and provide high-quality motorcycles tailored to Egyptian customer preferences.

*"Over the past five years, our partnership with TVS Motor Company has been instrumental in delivering premium, reliable two-wheelers to the Egyptian market," said the **Mr. Amr Ezz El Alarab, CEO Ezz LCV**. "This new facility represents our commitment to meeting the evolving needs of local riders by producing seven flagship models."*

Celebrating this partnership, **Mr. Rahul Nayak, Vice President, International Business, TVS Motor Company**, said, *"Congratulations to Ezz LCV on the inauguration of this assembly line in Giza. It marks an important milestone as the expansion reflects the potential of high quality, reliable, trustworthy TVSM products in Egypt. This new facility will strengthen our position in Egypt and create job opportunities that will maximize the positive economic impact on the region."*

The assembly line leverages TVS Motor Company's globally recognized engineering expertise while allowing Ezz LCV to strengthen its market position. The facility is strategically designed to serve the growing customer base seeking innovative, reliable, and affordable two-wheelers in Egypt.

The current product lineup in Egypt includes the TVS Apache RTR 200 4V, TVS Apache RTR 160 4V, TVS Star HLX 150, and TVS HLX 150 F models.

About Ezz LCV

Ezz LCV is the authorized distributor of TVS Motor Company products in Egypt, committed to providing high-quality two-wheeler solutions to the Egyptian market. What began back in 1975 as a family run business, and has risen to become one of Egypt's fastest growing and successful automotive sales and services companies. The company is now a recognized leader in the automotive industry, with nine outlets, more than 800 employees and an annual turnover in excess of 800 million LE. With a mission to consistently deliver a fully integrated premium automotive solution of excellent and refined quality of service, Ezz LCV aims to become the most trusted and renowned premium automotive group in Egypt.

PRESS RELEASE



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. Additional details and updates are available on www.tvsmotor.com

For more information, please contact:

<kanika.mehta@tvsmotor.com>