

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 - "TVS MOTOR COMPANY JOINS FORCES WITH SEWA, SIDBI AND NRDC TO EMPOWER WOMEN THROUGH SUSTAINABLE E-MOBILITY SOLUTIONS"

We enclose a Press Release regarding **"TVS MOTOR COMPANY JOINS FORCES WITH SEWA, SIDBI AND NRDC TO EMPOWER WOMEN THROUGH SUSTAINABLE E-MOBILITY SOLUTIONS"**, for dissemination.

Date and time of occurrence of event: February 27, 2025 at 14:59 P.M.

Thanking you,

Yours truly,

For TVS MOTOR COMPANY LIMITED

K S Srinivasan
Company Secretary
Encl.: a/a

TVS MOTOR COMPANY JOINS FORCES WITH SEWA, SIDBI AND NRDC TO EMPOWER WOMEN THROUGH SUSTAINABLE E-MOBILITY SOLUTIONS

Udaipur, February 27, 2025: TVS Motor Company (TVSM) - a leading global automaker in the two and three-wheeler segment - has partnered with the Self-Employed Women's Association (SEWA), Small Industries Development Bank of India (SIDBI), AMU Leasing, and Natural Resources Défense Council (NRDC) to launch the *'Wheels of Empowerment'* initiative. The program aims to empower women in rural areas by fostering financial independence through entrepreneurship, using electric vehicles (EVs) for income generating activities.

'Wheels of Empowerment' addresses the mobility opportunity in rural India by providing affordable, sustainable, and accessible electric two-wheelers, aligning with TVS Motor Company's vision of inclusive mobility. Currently, 26 TVS iQube electric scooters have been deployed, with an additional 100 planned for the next quarter. The program aims to provide 10,000 EVs in the next three years. SEWA and NRDC are working to aggregate demand across 21 Indian states, by engaging with SEWA members. The program is also seeking government support to facilitate broader adoption and policy backing for rural e-mobility.

Speaking at the initiative, **Manu Saxena**, Senior Vice President, EV Business, TVS Motor Company, said, *"TVS iQube has established itself as one of India's leading electric two-wheelers, with a community of more than 5,00,000 customers. The 'Wheels of Empowerment,' initiative aims to combine the goodness of sustainable mobility with income generation activity to unlock new possibilities. The partnership with SEWA, SIDBI and NRDC is a pivotal move which will give us scale, insight and access required to create models of economic independence."*

'Wheels of Empowerment' brings together TVSM's prowess in EV technology, SEWA's expansive 3.2-million-member network, SIDBI's financial expertise, AMU Leasing's operational capabilities, and NRDC's innovative approach to drive sustainable mobility solutions. To make TVSM EVs more affordable, SIDBI, NRDC and AMU have introduced concessional financing and risk-sharing models, bridging the price gap between electric and internal combustion engine vehicles.

"Electric vehicles need to be affordable and accessible to facilitate the transition to clean mobility. NRDC brought together grassroot organizations, development banks, original equipment manufacturers and other key stakeholders to partner and develop innovative financial models to enable EV ownership by women in rural communities. This initiative is more than just about vehicles—it endorses the empowerment of women, strengthening livelihoods, and making clean mobility a reality for all," said **Dipa Singh Bagai**, Country Head, NRDC India.

TVS Motor Company will continue to conduct product demonstrations and technical training camps, equipping SEWA members with essential troubleshooting skills. An extended two-year warranty and bi-monthly rural service camps will enhance the ease of ownership. Even though rural markets account for 55% of the country's two-wheeler sales, it remains largely untapped for electric mobility. Early adopters have reported significant fuel cost savings, increased convenience, and improved livelihood opportunities, becoming endorsers for e-mobility within their communities.

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 endeavors to deliver the most superior customer experience across the 80 countries in which we operate. For more information, please visit www.tvsmotor.com.

For more information, please contact:

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Congratulations

TVS

NRDC

AMU

SEWA

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sidbi