

5<sup>th</sup> March 2024

BSE Limited,  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
Mumbai 400 001  
**Scrip code: 532343**

National Stock Exchange of India Limited,  
Exchange Plaza, 5<sup>th</sup> Floor,  
Bandra-Kurla Complex,  
Bandra (E), Mumbai 400 051  
**Scrip code: TVSMOTOR**

Dear Sir / Madam,

**Reg : Press Release – "TVS Motor Company Champions Children Safety with its Protect Little Riders Campaign"**

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We enclose a Press Release regarding "**TVS Motor Company Champions Children Safety with its Protect Little Riders Campaign**", for dissemination.

*Date and time of occurrence of event: March 5, 2024 at 1:10 P.M.*

Thanking you,

Yours truly,  
For TVS MOTOR COMPANY LIMITED

K S Srinivasan  
Company Secretary

## TVS Motor Company Champions Children Safety with its Protect Little Riders Campaign

**Bengaluru, March 5, 2024:** TVS Motor Company (TVSM) - a leading global automaker that operates in the two and three-wheeler segments - today announced its campaign, 'Protect Little Riders' as a part of #TVSRide4Safety initiative. This one of a kind initiative by TVSM aims to spread awareness on safety of children on two-wheelers and addresses barriers for adoption of helmets for young pillion riders.

Despite the government regulations, the incidences of children riding pillion without helmets are high. Children being the centre of attention to their parents makes this behavior unexpected. After studies and interaction with parents, the following reasons have been identified for the lack of helmet adoption for children:

- 1) Blind Spot - Illusion of safety with vehicle in the parent's control.
- 2) Blind Spot - Proximity of destination hence lower risk of accidents.
- 3) Lack of availability of options.

As a two pronged approach to the above, the TVSRide4Safety initiative aims to raise awareness for helmet adoption and development of a range of helmets specific to kids. A dedicated website has been created to provide parents with essential information to assist them in selecting the appropriate headgear size for their children's safety while riding on two-wheelers.

Commenting on the campaign, **Aniruddha Haldar, Senior VP (Marketing) – Commuters, Corporate Brand & Dealer Transformation, TVS Motor Company** *"In a nation deeply concerned about its young, the use of helmet for children is still a blind spot. Therefore, we are reaching out to parents to collaborate and change behaviors. The campaign has a straightforward message: (1)Wear a helmet (2)Ensure your child wears a helmet (3)Ride safe. We invite you to join us in the Protect Little Riders campaign."*

**Protect Little Riders** is an integral part of the #Ride4Safety Campaign, representing a socially responsible initiative to build awareness and drive positive action in the community. This underscores TVS Motor Company's commitment to addressing concerns within the ecosystem and actively contributing to a safer environment for young riders.

Sharing his thoughts on the campaign, **Subramanyeswar S. (Subbu), Group CEO, MullenLowe Lintas Group & Chief Strategy Officer - APAC, MullenLowe Global**, said *"Protect Little Riders' is a crusade (and not just another campaign) through which we are putting a spotlight on one of the biggest blind spots on our roads - kids without helmets. There are millions of kids out there in our country going on two-wheelers every day without helmets, Ironically, as parents, we think about the good of the child first in every little aspect, yet here is an unfortunate exception that we don't find*

# PRESS RELEASE



*anything wrong with. We are glad that a thought leader like TVS Motor has taken up the cause to bring a serious behavioural change amongst adults to protect children's lives and create a culture of safety and responsibility."*

It is TVS Motor Company's endeavour to educate and commit the consumers to pledge on inculcating the safety measures to **Protect Little Riders**.

This National Safety Day, join the journey towards safer roads for our little riders by taking the pledge **to** be a part of the TVSRide4Safety movement.

For more details on TVSRide4Safety Campaign and to pledge please visit <https://www.tvsmotor.com/about-us/tvsride4safety>

## **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](http://www.tvsmotor.com).

## **For more information, please contact:**

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**PROTECT**  
**Little**  
**RIDERS**

***TVS***



***Ride***

***Safety***

***Initiative***