

1<sup>st</sup> September 2023

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

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

Dear Sir/Madam,

**Reg. : Sales update for the month of August 2023**

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Please find enclosed the Press Release regarding the Company's sales update for the month of August 2023.

Date and time of occurrence of event (Press Release regarding "**Sales update for the month of August 2023**") : September 1, 2023 at 2:36 P.M.

Thanking you,

Yours truly,  
For TVS MOTOR COMPANY LIMITED

K S Srinivasan  
Company Secretary

Encl.: a/a

# PRESS RELEASE



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## TVS Motor Company's August 2023 sales registers growth of 4%

*TVS iQube records highest ever sales of over 23k units*

**Bengaluru, September 01, 2023:** TVS Motor Company registered a sales growth of 4% increasing from 333,787 units in August 2022 to 345,848 units in August 2023.

### **Two-Wheeler**

Total two-wheelers registered a growth of 5% with sales increasing from 315,539 units in August 2022 to 332,110 units in August 2023. Domestic two-wheeler registered growth of 7% with sales increasing from 239,325 units in August 2022 to 256,619 units in August 2023.

Motorcycle registered sales of 153,047 units in August 2023 as against 157,118 units in August 2022. Scooter sales registered a growth of 17% with sales increasing from 121,866 units in the month of August 2022 to 142,502 units in August 2023.

### **Electric Vehicles**

TVS iQube Electric recorded the highest sales of 23,887 units in August 2023 as against sales of 4,418 units in August 2022. Order book for TVS iQube Electric scooter continues to be healthy.

### **International Business**

The Company's total exports registered sales of 87,515 units in August 2023 as against 93,111 units August 2022. Two-wheeler exports registered sales of 75,491 units in August 2023 as against 76,214 units August 2022.

### **Three-Wheeler**

Three-wheeler of the Company registered sales of 13,738 units in August 2023 as against 18,248 units August 2022.

### **About TVS Motor Company**

TVS Motor Company is a reputed two and three-wheeler manufacturer globally, championing progress through Sustainable Mobility with four state-of-the-art manufacturing facilities in Hosur, Mysuru and Nalagarh in India and Karawang in Indonesia. Rooted in our 100-year legacy of Trust, Value, and Passion for Customers and Exactness, we take pride in making internationally aspirational products of the highest quality through innovative and sustainable processes. We are the only two-wheeler company to have received 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

# PRESS



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for consecutive four 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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