

25<sup>th</sup> October, 2021

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,

**Reg : Press Release - TVS Motor Company to partner with Bahwan International Group to strengthen its presence in Iraq**

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We enclose a Press Release regarding "**TVS Motor Company to partner with Bahwan International Group to strengthen its presence in Iraq**", for dissemination.

Thanking you,

Yours truly,  
For TVS MOTOR COMPANY LIMITED



K S Srinivasan  
Company Secretary

Encl : a/a

## TVS Motor Company to partner with Bahwan International Group to strengthen its presence in Iraq

- *Signs a tri-party arrangement with a new distributor and dealership partner*
- *Appoints ARATA International FZC as the distributor and Fawz Al Lateef as the dealer in the region*

**Muscat, October 25, 2021:** TVS Motor Company, a reputed two-wheeler and three-wheeler manufacturer globally, signed a tri-party deal arrangement with Bahwan International Group. The signing ceremony was held today at Bahwan International Group, between **Sheikh Ahmed Bahwan, Chairman Bahwan International Group and Mr Sudarshan Venu, Joint Managing Director – TVS Motor Company** in Muscat, Oman.

As per the tri-party deal arrangement, ARATA International FZC will be the new distributor. Building on this partnership, the groups will also explore other avenues of cooperation in Oman and India.

ARATA International FZC, registered in the UAE, is a subsidiary of Bahwan International Group (BIG) - Oman, having a strong presence in the MENA region. TVS Motor ranks amongst the top five two-wheeler companies globally with a presence in over 70 countries across Africa, South East Asia, the Indian Sub-Continent, Latin America and the Middle East.

Speaking on the occasion, **Mr Sudarshan Venu, Joint Managing Director – TVS Motor Company** said, “We are delighted to partner with a reputed group like ‘BIG’, to strengthen our presence in the MENA region. ARATA International FZC, a part of the Bahwan International Group LLC (BIG), comes with rich experience, deep understanding, and vast industry knowledge. Iraq is an important market for us, and ARATA International FZC’s extensive distribution network, along with our shared ethos and values, makes them the ideal strategic partner. This association with them is a significant step towards further expanding and bolstering TVS Motor Company’s market presence in Iraq.”

Bahwan International Group (ARATA International FZC) and their channel partners plan to operate more than 30 dealerships for TVS Motor Company. The dealerships will include state of the art 3S dealership facilities in all the major cities of Iraq with after-sales service, and spare parts support in tier two cities to expand the TVS presence in Iraq.

# PRESS RELEASE



Mr Abdullah Bahwan, Executive Director, Bahwan International Group Holding, said, “We are happy to join hands with a multinational brand like TVS Motor Company. This partnership will be instrumental in bringing a wide range of mobility solutions and will cater to the requirements of a broad range of customer segments in the country. The quality prowess of TVS Motor Company combined with our strong understanding of the market will definitely create an impact in mobility space in Iraq.”

TVS Motor Company’s product portfolio available in Iraq include; Two Wheeler- TVS XL 100 i-TOUCHstart, TVS XL 100 Comfort, TVS HLX 150 series, TVS NTORQ, TVS Jupiter series, TVS WEGO, TVS MAX 125 and Three Wheeler-TVS King Deluxe Plus.



TVS Motor Company partners with Bahwan International Group to strengthen its presence in Iraq. The agreement was signed by Sheikh Ahmed Bahwan, Chairman Bahwan International Group and Mr Sudarshan Venu, Joint Managing Director – TVS Motor Company in Muscat, Oman.

**About TVS Motor Company**

# PRESS RELEASE

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We are a reputed two and three-wheeler manufacturer and the flagship company of the USD 8.5 billion TVS Group. We believe in Championing Progress through Mobility. Rooted in our 100-year legacy of Trust, Value, Passion for Customers and Exactness, we take pride in making internationally aspirational products of the highest quality through innovative and sustainable processes. We endeavour to deliver the most superior customer experience at all our touch points across 70 countries. We are the only two-wheeler company to have received the prestigious Deming Prize. Our products lead in their respective categories in the JD Power IQS and APEAL surveys for the past five years. We have been ranked No. 1 Company in the JD Power Customer Service Satisfaction Survey for consecutive four years. For more information, please visit [www.tvsmotor.com](http://www.tvsmotor.com).

## **About Bahwan International Group**

Arata International FZC is the international operations arm of Oman based Bahwan International Group (BIG), operating in Oman, KSA, UAE, Iraq, and Libya with importation and distribution of brands like Nissan, Renault, Infiniti, Suzuki, Iveco, Changan, BAIC, Foton, Construction equipment brands like Case, New Holland and other franchises. With a turnover of 2 Billion USD; the group has 2,500 employees and a sales volume of 40,000 cars and trucks per year in 5 countries. ARATA International FZC, registered in the UAE, is BIG's subsidiary and official Distributor for Nissan distribution, Sales and Aftersales in Iraq and Libya. For more information, please visit [www.sbigh.com](http://www.sbigh.com)

*For further information, please contact:*

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