

22nd November 2023

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,

Reg : Press Release - TVS MOTOR COMPANY ENTERS VIETNAM; LAUNCHES A RANGE OF TWO-WHEELERS

We enclose a Press Release regarding "**TVS MOTOR COMPANY ENTERS VIETNAM; LAUNCHES A RANGE OF TWO-WHEELERS**", for dissemination.

Thanking you,

Yours truly,
For TVS MOTOR COMPANY LIMITED

K S Srinivasan
Company Secretary

Encl : a/a

PRESS RELEASE



TVS MOTOR COMPANY ENTERS VIETNAM; LAUNCHES A RANGE OF TWO-WHEELERS

- EXPANDS ITS GLOBAL PRESENCE
- DEEPENS ASIA FOOTPRINT

Ho Chi Minh City, November 22, 2023: TVS Motor Company - a leading global automaker that operates in the two and three-wheeler segments - today announced its entry into Vietnam in collaboration with Minh Long Motors – its distribution partner. TVS Motor Company will offer a range of scooters and underbone motorcycles, across multiple price points, in keeping with its commitment to responsible and sustainable mobility. The company's entry into Vietnam is its second major global foray in two weeks. Last week the company announced its entry into Europe starting with France.

TVS Motor, globally recognised for its engineering, innovation and quality, will leverage Minh Long Motors extensive distribution network and deep market insights to offer some of the best-in-class two-wheelers in the Vietnamese market. TVS Motor products are already sold in over 80 countries spanning the geographies of Asia, Africa and Latin America. Exports comprise nearly 25% of the company's business as of H1 FY 2023 – an endorsement of the company's high quality, technologically superior offerings and its R&D capability.

Mr. J Thangarajan, President Director – PT TVS Motor Company, at the launch ceremony said, *"In partnership with Minh Long Motors, it is our privilege to be able to serve customers in Vietnam. Vietnam is an economy on the rise and mobility and access are key drivers of any economy. By launching our products in Vietnam, TVS Motor gets a chance to play a small part in charting the course of the Vietnamese economy. We will be unwavering in our commitment to ensure an exceptional ownership experience for our customers."*

Product Range on Offer:

Scooters:

- TVS Dazz
- TVS NTORQ
- TVS Callisto 110 cc
- TVS Callisto 125 cc

Underbone :

- TVS Rockz

Ms. Dinh Thi Thu Ha, CEO of Minh Long Motors, said, *"It is an honour for us to be the distributor partner for TVS Motor Company. TVS Motor Company's reputation for quality and innovation is globally established and we are excited to bring its product range to Vietnam. By entering into this partnership, we reiterate our vision of providing customers in Vietnam with top quality product and ownership experience."*

TVS NTORQ 125, TVS Callisto, TVS Dazz, TVS Rockz will be available at all showrooms.

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.

For more information, please visit www.tvsmotor.com.

Pioneer PR

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TVS Motor Company

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