

9th December 2021

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 strengthens its presence in Central America by partnering with Grupo Q for Nicaragua and Costa Rica

We enclose a Press Release regarding "**TVS Motor Company strengthens its presence in Central America by partnering with Grupo Q for Nicaragua and Costa Rica**", for dissemination.

Thanking you,

Yours truly,
For TVS MOTOR COMPANY LIMITED



K S Srinivasan
Company Secretary

Encl : a/a

Press Release



TVS Motor Company strengthens its presence in Central America by partnering with Grupo Q for Nicaragua and Costa Rica

New distribution partnership with Active Motors SA

Hosur, December 09, 2021: TVS Motor Company, a reputed manufacturer of two-wheelers and three-wheelers globally, today announced its new distribution partnership with Active Motors SA, a subsidiary of Grupo Q, for Nicaragua and Costa Rica to expand its business in Central America further. Active Motors SA will support TVS Motor with dedicated sales, service, spares and customer relationship management (CRM).

As a part of this association, Active SA Motors will facilitate the opening of three flagship outlets and about 50 dealerships for TVS Motor Company in a phase-wise manner across Nicaragua and Costa Rica. TVS Motor Company has a rich experience in Central America with its presence across key markets, including Guatemala, El Salvador and Honduras.

Commenting on this association, **Mr. R Dilip, President - International Business, TVS Motor Company**, said, *“Central America is an important market for TVS Motor Company. We are delighted to partner with Grupo Q, which has a strong pedigree in the automobile industry in the country. This association is a significant step towards expanding TVS Motor’s market presence in Central America, driving innovation through best-in-class products and setting a customer experience benchmark. The deep understanding of the market, rich experience in the industry and retail financing capabilities make Grupo Q the best strategic ally for TVS Motor Company in Nicaragua and Costa Rica. We will continue to offer a wide range of aspirational products with complete service and spare parts support combined with the strength of our network facility to cater to the mobility needs of the region.”*

Adding to this, **Mr. Carlos Enrique Quiros – Vice President & Commercial Head, Grupo Q** said, *“We, at Grupo Q, will represent TVS Motor Company with great pride to cater to the length and breadth of fast-evolving customer requirement. In Grupo Q, we have been driving innovation and looking forward to newer opportunities to grow our business in the region with our extensive knowledge and experience of the market. Active Motors, the new company of the Grupo Q Holding Company, promises quality mobility solutions and accessibility for customers in the Nicaragua and Costa Rica market, demonstrating the technology and quality prowess of TVS Motor Company.”*

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Press Release



TVS Motor Company product range in Costa Rica and Nicaragua will include:

Motorcycles: TVS Apache RTR 200 4V, TVS Apache RTR 160 4V, TVS Apache RTR 160 2V, TVS Stryker 125, TVS Raider 125, TVS HLX 150 5S, TVS Neo NX

Scooters: TVS NTOURQ 125

About TVS Motor Company

TVS Motor Company is a reputed two and three-wheeler manufacturer and is 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, and 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 J.D. Power IQS and APEAL surveys for five years. We have been ranked No. 1 Company in the J.D. Power Customer Service Satisfaction Survey for consecutive four years. For more information, please visit www.tvsmotor.com.

About Grupo Q

Grupo Q is the leading distributor of motor vehicles in Central America. It all started back in 1962 in El Salvador when Nissan Motor Company appoints Grupo Q as dealers of Datsun. In 1965 Grupo Q started expanding by representing Datsun in Honduras and continue its expansion in the 1990 in Costa Rica, Nicaragua, and Guatemala. Currently Grupo Q represent more than 12 vehicle brands in the region and its looking forward to expand the business model by distributing motorcycles with its new company "Active Motors". The company strongly believes its values and continues innovation in order to fulfil the consumer and market needs.

For further information, please contact:

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