

27<sup>th</sup> March 2023

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 launches new Products in  
Ghana, Africa**

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We enclose a Press Release regarding "**TVS Motor Company launches new  
Products in Ghana, Africa**", for dissemination.

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 launches new Products in Ghana, Africa**

- *Introduces - TVS Neo NX*
- *TVS HLX Series (HLX 125, HLX 150 & HLX 150X) & TVS Apache 180*
- *TVS King series*

**Hosur, March 27, 2023:** TVS Motor Company, a reputed manufacturer of two-wheelers and three-wheelers in the world, has announced the launch of seven new products in Ghana, Africa. The company has introduced an array of exciting offerings, including the Bebek - **TVS Neo NX**, three variants of the TVS **HLX series (TVS HLX 125, TVS HLX 150 & TVS HLX 150X)**, the **TVS Apache 180**, and the three-wheelers **TVS King** series.

Further delivering on its commitment to provide best-in-class mobility solutions to its customers through a strong focus on innovation and technology, TVS Motor Company aims to expand its reach and explore new opportunities and avenues for growth in the region. TVS Motor Company ranks amongst the top five two-wheeler companies in the world with a presence in over 80 countries across Africa, South East Asia, the Indian Sub-Continent, Latin America and the Middle East.

Commenting on the launch, **Mr. Rahul Nayak, Vice President, International Business, TVS Motor Company**, said, *“We take pride in our diverse and robust product portfolio that encompasses Bebeks, motorcycles, and three-wheelers, catering to the needs of customers seeking daily and last-mile connectivity in Ghana. Our products are engineered specifically to cater to the demands of the African market while delivering superior quality and reliability. With the launch of these new products, we aim to offer our customers a hassle-free experience, unmatched after-sales service and affordable genuine spares.”*

Speaking on the occasion, **Mr. Dev Bulani, Managing Director, Arash Motors** said, *“We are excited to partner with TVS Motor Company and bring a range of mobility solutions to Ghana that addresses specific requirements of varied customers. TVS Motor’s products are known for the technology, quality, enhanced safety, and aesthetically designed features. With these seven new products, we will be able to build a strong connection with our customers.”*

The Bebek - TVS Neo NX, TVS HLX series – HLX 125, HLX 150 & HLX 150X, TVS Apache 180 and TVS King series - Deluxe & Deluxe Plus ISG will be available at all showrooms.

# PRESS RELEASE

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## **About TVS Motor Company**

TVS Motor Company is a reputed two and three-wheeler manufacturer globally, championing progress through Mobility with a focus on sustainability. 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 for five years. We have been ranked No. 1 Company in the J.D. Power Customer Service Satisfaction Survey 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 contact:*

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