

Date: 27th August, 2024

To,
BSE Limited (“BSE”),
Corporate Relationship Department,
2nd Floor, New Trading Ring,
P.J. Towers, Dalal Street,
Mumbai – 400 001.

Scrip Code: 544144
ISIN: INE772T01024

To,
**National Stock Exchange of India
Limited (“NSE”),**
“Exchange Plaza”,
Plot No. C-1, Block G,
Bandra Kurla Complex, Bandra (East),
Mumbai – 400 051.

NSE Code: PVSL
ISIN: INE772T01024

Dear Sir/Madam,

Sub: Intimation under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements), Regulations 2015.

We wish to inform you that our 100% step down subsidiary Prabal Motors Private Limited has inaugurated a new 4 bay facility service workshop in GUT/Survey No 45/k, Laxmi Chowk, Jirewadi Taluk, Beed- 431122 in the state of Maharashtra on 26th August, 2024.

In this regard, please find enclosed the press release pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

We request you to kindly take the above information on record.

Thanking you,

Yours faithfully,

For Popular Vehicles and Services Limited

Varun T.V.
Company Secretary & Compliance Officer
Membership No: A22044
Place: Kochi



Popular Vehicles & Services Limited

Mumbai/Kochi, August 27, 2024:

Popular Vehicles & Services Limited (NSE: PVSL, BSE: 544144), one of India's leading fully integrated automotive dealership player has announced that its 100% step down subsidiary Prabal Motors Pvt. Limited has inaugurated a new service workshop exclusively offering 4 bays for servicing Bharat Benz vehicles in North of Beed in the state of Maharashtra. Prabal Motors Private Limited has existing operations in the state of Maharashtra and additionally Tamil Nadu in South of India.

Maharashtra has been one of the stronghold territories for Prabal Trucking for sales and services of Bharat Benz vehicles and the addition of this new service centre, will further deepen its footprint. It will be the 10th service centre and 12th touch point in Maharashtra.

Aligned with its strategic vision, company is extending its footprint into non-Kerala territories, leveraging its nearly four decades of expertise and strong partnerships with esteemed OEMs. Through an integrated business approach, the company continues to pursue growth opportunities, driving increased value for end customers and solidifying its position as a trusted industry player.

Commenting on the inauguration Mr. Naveen Philip, Promoter and MD, Popular Vehicles and Services Limited said,

"We are happy to inaugurate one more service centre in the state of Maharashtra. With this, we are expanding the footprint in non-Kerala state by providing seamless service experience for all our Bharat Benz vehicle customers. This would also be a step ahead to support the Company's strategy to increase its high delta business share.

We believe we are taking right steps to grow our business sustainably."

About Popular Vehicles & Services Limited (PVSL)

Popular Vehicles and Services Limited belongs to the diversified Kuttukaran Group, operating multi-brand automobile dealerships in Kerala, Tamil Nadu and Karnataka for past 70 years and expanded operations into Maharashtra in FY 23. It is one of the leading diversified automotive dealership company in the country with a presence across the automotive retail value chain, including the sale of new passenger, commercial and electric two/three-wheeler vehicles, services and repairs, spare parts distribution, sale of pre-owned passenger vehicles, and facilitation of the sale of third-party financial and insurance products. It operates passenger vehicle dealerships of Maruti Suzuki India Limited, Jaguar Land Rover India Limited, Honda car India, commercial vehicle dealership of Tata Motors and Bharat Benz and Ather Energy and Piaggio in electric vehicle space.

The Group launched the Company in 1984 as one among the first batch of Dealers appointed by Maruti Suzuki in India. Over the years, the operations have scaled up across four states. Their extensive network comprises 61 showrooms, 133 sales outlets and booking offices, 32 pre-owned vehicle showrooms and outlets, 143 authorized service centers, 44 retail outlets, and 24 warehouses. These facilities span across 14 districts in Kerala, 8 districts in Karnataka, 12 districts in Tamil Nadu, and 9 districts in Maharashtra, showcasing their robust presence across significant markets in India.

Safe Harbor

Statements in this document relating to future status, events, or circumstances, including but not limited to statements about plans and objectives, the progress and results of research and development, potential project characteristics, project potential and target dates for project related issues are forward-looking statements based on estimates and the anticipated effects of future events on current and developing circumstances. Such statements are subject to numerous risks and uncertainties and are not necessarily predictive of future results. Actual results may differ materially from those anticipated in the forward-looking statements. The company assumes no obligation to update forward-looking statements to reflect actual results changed assumptions or other factors.

For further details please contact:

Company:

Investor Relations Advisors:



**Popular Vehicles
& Services**

SGA Strategic Growth Advisors

Popular Vehicles & Services Limited

CIN: L50102KL1983PLC003741

Mr. Varun T. V.

CS & Compliance Officer

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Strategic Growth Advisors Pvt. Ltd.

CIN: U74140MH2010PTC204285

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