

31st May, 2021

BSE Limited,
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai 400 001.
Scrip code: 532343

National Stock Exchange of India
Ltd.,
Exchange Plaza, 5th Floor,
Bandra-Kurla Complex,
Bandra (E), Mumbai 400 051.
Scrip code: TVSMOTOR

Dear Sir,

**Reg : Press Release - TVS Motor Company expands its presence
in Iraq**

We enclose a Press Release regarding "**TVS Motor Company expands
its presence in Iraq**", for dissemination.

Thanking You,

Yours faithfully,
For TVS MOTOR COMPANY LIMITED



K S Srinivasan
Company Secretary

TVS Motor Company expands its presence in Iraq

Inaugurates marquee showroom with Sales, Service and Spares support (3S) in Baghdad

Baghdad, May 31, 2021: TVS Motor Company, a reputed two-wheeler and three-wheeler manufacturer globally, today inaugurated a new marquee showroom in Baghdad with distribution partner Ritaj International General Trade LLC.

The showroom, which is spread over 500 sq meters with a built-up area of 840 sq meters, was inaugurated along Palestine Street in Baghdad. It is the first-of-its-kind showroom for TVS Motor Company in the region, and apart from the wide range of two-wheelers and three-wheelers, it will also host spare parts and feature a service facility. The company will also launch two products, commuter motorcycle TVS StaR HLX 150 5 Gear and three-wheeler TVS King Deluxe Plus, in the market.

TVS Motor Company has been present in Iraq since 2016 and offers products catering to the diverse requirements of two-wheeler and three-wheeler customers in the country. Ritaj International General Trade LLC has been the distribution partner for the company since 2017. The company has 41 touchpoints across the country.

Speaking on the occasion, **Mr. R Dilip, Executive Vice President - International Business, TVS Motor Company**, said, *"We are delighted to expand our presence in Iraq with the inauguration of this marquee 3S showroom in Baghdad. The showroom demonstrates our commitment to the market and will host a diverse range of products that will cater to customer requirement and aspiration. The strategic location of the store, as well as the end-to-end service and spare support, will help enhance customer satisfaction."*

"Ritaj International General Trade LLC has represented TVS Motor Company for over four years to cater to customers' demand in Iraq. The technology and quality prowess of TVS Motor Company combined with our network facility has created an impact in the region, and this showroom will further consolidate our partnership's success in the country," said **Mr. Emad Abdul Jabbar Kareem Al Rabeaa, Managing Director, Ritaj International General Trade LLC.**

TVS King Deluxe Plus is a three-wheeler with 4 Stroke, Single Cylinder, Air Cooled, Si-Engine of 199.26 cc. TVS StaR HLX 150 5 Gear comes with a 150cc Ecothrust engine with IOC technology which offers best-in-class durability. Designed especially for Iraqi roads, it not only offers a comfortable riding experience but boasts of a stylish black coloured theme for alloy rims and engine.

Press Release



TVS Motor Company products in Iraq include the moped TVS XL100, commuter motorcycles TVS HLX 150 and TVS Max 125, scooters TVS Jupiter, TVS WEGO, TVS Scooty Pep+, TVS NTORQ 125, and three-wheeler TVS King Deluxe.

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 60 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 five years. For more information, please visit www.tvsmotor.com.

About Ritaj Internal General Trading LLC

Ritaj Internal General Trading LLC, based in Dubai, is founded and headed by Emad Abdul Jabbar Kareem Al Rabeaa, a 47-year-old Iraqi businessman who established the company in 2005. Ritaj International is a distributor for TVS Motor Company two-wheelers and three-wheelers in Iraq. They are also distributors for Al Hasawi Group - Kuwait for their full range of white goods for the Iraq market. Ritaj is also the sole agent for the BCN sports channel in Iraq. Apart from this, the company is engaged in imports of household goods & kitchen equipment from China and Europe for the Iraqi market. The turnover of Ritaj group is over USD 50 million, and it employs about 50 personnel at different locations in UAE and Iraq.

For further information, please contact:

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