

2nd February 2024

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 / Madam,

**Reg : Press Release – "PRIME MINISTER AT THE TVS MOTOR PAVILION,
COMPANY SHOWCASES ITS GLOBAL FORAY IN FUTURE MOBILITY"**

We enclose a Press Release regarding "**Prime Minister at the TVS Motor Pavilion,
Company showcases its global foray in Future Mobility**", for dissemination.

Date and time of occurrence of event: February 2, 2024 at 6:20 P.M.

Thanking you,

Yours truly,
For TVS MOTOR COMPANY LIMITED

K S Srinivasan
Company Secretary

PRIME MINISTER AT THE TVS MOTOR PAVILION, COMPANY SHOWCASES ITS GLOBAL FORAY IN FUTURE MOBILITY

- **Only OEM in India to design, develop, and manufacture EV motor, battery, BMS, infotainment and VCU: end-to-end EV technology**
- **Company reiterated its commitment to invest INR 5,000 crore for future technologies, products, and digital capabilities**

New Delhi, February 2, 2024: TVS Motor Company (TVSM) - a leading global automaker that operates in the two and three-wheeler segments - showcased a suite of its **made in India, made for the world** mobility solutions to the **Hon'ble Prime Minister of India** at the Bharat Mobility Global Expo 2024. The Company exports close to \$1 billion, 30% of its annual volume, and has a presence in 80 countries – a testimony to India's engineering and technological prowess, a celebration of **Atmanirbhar Bharat**. The company's focus on clean, connected, and technologically advanced mobility solutions will further support Atmanirbhar Bharat and take its exports share to 50% in the next few years.

Sudarshan Venu, Managing Director, TVS Motor Company thanked the Prime Minister for his visionary leadership and making India the fastest growing large economy. He reiterated the company's commitment to invest **INR 5,000 crores (USD 600 MN) towards the design, development and deployment of future technologies, products, and digital capabilities**. TVSM is the only OEM in India to have end-to-end inhouse EV and connected capabilities including battery manufacturing, battery management system, vehicle control unit and infotainment systems. It has more than 650 EV related patents, with 2,000+ engineers working on advanced technologies such as material science, electric powertrain, and data science. Its leading the industry in cutting edge smart connectivity and digital technologies. The company recently launched TVS X – the world's most advanced connected, electric scooter is a demonstration of its research and engineering capability. TVS iQube – its flagship electric scooter, already has 250,000 customers.

Sudarshan Venu, who spent the day at the Expo, said, *"We are honoured and very energised by the Prime Minister's interest in our company's roadmap. Thanks to the Prime Minister's leadership and the supportive policy environment created by the Government, India has become a hotbed for innovation and a global manufacturing*

PRESS RELEASE



base. TVS Motor is excited to be playing its part in this journey. Our core is engineering and R&D, and this is driven by 2,000+ passionate engineers backed by solid design and development capability. Our vision is to transform the quality of life of our customers, and redefine the future of mobility with technology, connectivity, and cutting edge design.”

TVSM at the Bharat Mobility Expo has **for the first time** put on display, Norton motorcycle. Norton is an iconic 125 year old motorcycle brand, acquired by TVS Motor and under its leadership is being transformed for a global play. The Company is investing in global talent and a range of new products which will be ready by 2025.

Visitors also get a chance to see the company’s other product ranges, its focus on empowering women and youth both within and outside its factories, its global outlook and its community work. Among the attractions is a chance to **see footage of flora and fauna from the world’s first and only bio-reserve** within an automotive company campus. Visitors may also chance upon and meet Aishwarya Pissay a part of the **TVS Racing team** and a women biker of international repute.

DETAILS OF THE COMPANY SHOWCASE AT BHARAT MOBILITY EXPO 2024

1. **TVS X** - the world's most advanced connected, electric scooter proudly made in India. This revolutionary machine sets a new benchmark in the global electric mobility industry with its stunning design, unmatched performance, and cutting-edge tech features, carving out a new category in the electric mobility segment.
2. **TVS iQube**: TVSM's flagship electric two-wheeler launched in 2020. It has led the mass adoption of EV mobility in India.
3. **Participation of women in value creation** - EV Battery Assembly lines led by a team that has 65% women, 150+ women engineers in R&D, pioneering women racing with the first and only women factory racing team.
4. **TVS Apache 310 Series** - a result of the symbiotic partnership with BMW, stands as a testament to international collaboration.
5. **Norton Motorcycles** - an iconic brand that is being transformed for a global play with a dedicated engineering and technology development centre set up in Hosur, Tamil Nadu.
6. **TVS Connected Services** - transforms daily commutes by elevating rider experience through seamless integration of smart watch, mobile phone, vehicle and at-home devices by offering convenience, safety and personalised solutions.
7. **Sustainable Manufacturing practices** – 88% energy needs met through renewable sources, 8 MW solar power, 35 MW wind power, 22 MN litres of rainwater harvesting capacity.

PRESS RELEASE



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8. A display of community interventions by **Srinivasan Service Trust** – which has served 1.6 MN people in 2,500 villages, so far.
 9. **E-bikes** from EGO Movement

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.

For more information, please contact:

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Hon'ble Prime Minister Shri Narendra Modi, Mr. Piyush Goyal – Minister of Commerce, Mr. Sudarshan Venu, MD, TVS Motor Company at TVS Motor Pavilion.