

15th May 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 – "TVS MOTOR COMPANY LAUNCHES OPERATIONS IN ITALY"

We enclose a Press Release regarding **"TVS MOTOR COMPANY LAUNCHES OPERATIONS IN ITALY"**, for dissemination.

Date and time of occurrence of event: May 15, 2024 at 3:24 P.M.

Thanking you,

Yours truly,
For TVS MOTOR COMPANY LIMITED

K S Srinivasan
Company Secretary
Encl.: a/a

TVS MOTOR COMPANY LAUNCHES OPERATIONS IN ITALY

Milano, May 15, 2024: TVS Motor Company (TVSM), a leading global manufacturer in the two and three-wheeler sector, has launched its operations in Italy. The company will introduce a selection of its advanced, high-quality thermic and electric scooters and motorcycles. TVS Motor, ranked as the world's fourth-largest two and three-wheeler manufacturer and third in market capitalization, already markets its products in 80 countries.

TVS Motor Company is expanding its operations in Italy via its branch office, TVS Motor Italia, headed by Dr. Giovanni Notarbartolo di Furnari. Dr. Furnari brings extensive experience from senior managerial roles in major automotive companies in Italy, Latin America, the UAE, and Europe.

Mr. Sharad Mohan Mishra, President, Head Group Strategy, at TVS Motor Company, remarked on the company's Italian launch, saying, *"Our move into Italy is a strategic step towards our global ambitions. Italy's rich automotive culture and its embrace of cutting-edge transport solutions present a perfect backdrop for our product range. We are eager to introduce Italian consumers to our vehicles, backed by our strong track record of having over 4 million global customers last year. This validates our capabilities in design, technology, and service, fuelling our confidence as we step into Europe. I encourage everyone to join us at our upcoming test rides and open days to discover what TVS has to offer."*

Speaking on the launch, **Dr. Giovanni Notarbartolo di Furnari**, Director, TVS Motor Italia, said, *"In establishing a branch office and by offering a broad suite of products, both thermic and electric, TVS Motor has underlined its confidence and long term strategy for the Italian market. Our focus will be on two fundamental pillars: product quality and customer satisfaction. It is with a lot of pride that I am undertaking this amazing new adventure with one of the top five two-wheeler manufacturer in the world."*

Product Range Offered by TVS Motor Italia

- **The TVS Apache 310 Series**, available in RR and RTR versions, showcases the successful international collaboration with BMW. These motorcycles exemplify the benefits of a cross-global partnership.
- **TVS Ronin 250** - a 'modern-retro' motorcycle, designed ground up and is a lifestyle statement that takes inspiration from the modern, new-age rider. It is designed with style, technology, and riding experience to promote an unscripted lifestyle.
- **The TVS Raider**, ideal for daily commutes, boasts sporty lines and distinctive styling.
- **The TVS NTorq**, is a mid-range scooter known for its superior performance, supported by the renowned TVS Racing pedigree.
- **TVS Jupiter 125** – a sleek, modern styled scooter for urban commuting.

PRESS RELEASE



- **The TVS iQube**, an exhilarating L3e electric scooter, stands as TVSM's flagship electric two-wheeler, launched in 2020. It has been at the forefront of revolutionizing electric mobility in India, leading the charge towards a greener future.
- **The TVS X**, is the world's most advanced connected electric scooter, proudly crafted in India. This groundbreaking vehicle redefines the global electric mobility landscape with its striking design, unparalleled performance, and state-of-the-art technological features, establishing a new standard in the electric scooter category.
- **E-bike**, encompasses the Cilo, EGO Movement, Sempel, and EBCO ranges, offering a variety of mountain bikes and city bikes. These products are designed to cater to both urban commuters and outdoor enthusiasts, blending performance with urban style.

TVS Motor Company

TVS Motor Company (BSE:532343 and NSE: TVSMOTOR) is a renowned global manufacturer of two and three-wheelers, supporting global progress through sustainable mobility, with four state-of-the-art production sites located in India, Indonesia and UK. Rooted in a 100-year heritage based on trust, values and customer appreciation, TVS Motor prides itself on producing the highest quality products with high international acclaim through innovative and sustainable production processes. TVS Motor is the only automotive 'two-wheeler' company to have won the prestigious Deming Prize, one of the world's highest awards for excellence in the application of Total Quality Management principles. Our products are leaders in their respective categories in the J.D. Power IQS and APEAL surveys. TVS has been ranked number one in the J.D. Power customer service satisfaction survey for four consecutive years. Norton Motorcycles, the UK-based Group company, is one of the most historic and exciting motorbike brands in the world. Swiss E-Mobility Group (SEMG) and EGO Movement, our e-bike brands, boast a leading market position in Switzerland. TVS Motor Company constantly strives to offer the best brand experience to the customer, in all 80 countries where it operates.

For more information, please visit www.tvsmotor.com and www.tvsmotor-italia.com.

For further information, contact:

TVS MOTOR ITALIAN BRANCH

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