

20th October 2023

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,

Reg : Press Release - TVS Motor Company makes a historic debut in Venezuela; becomes the first Indian automobile manufacturer to enter the market

We enclose a Press Release regarding "**TVS Motor Company makes a historic debut in Venezuela; becomes the first Indian automobile manufacturer to enter the market**", for dissemination.

Date and time of occurrence of event: October 20, 2023 at 11:07 A.M.

Thanking you,

Yours truly,
For TVS MOTOR COMPANY LIMITED

K S Srinivasan
Company Secretary

Encl : a/a

TVS Motor Company makes a historic debut in Venezuela; becomes the first Indian automobile manufacturer to enter the market

- The company will enter the market with 14 products including two-wheelers, and three-wheelers.

Venezuela, October 20, 2023 - TVS Motor Company, a leading manufacturer of two-wheeler and three-wheelers globally, announces its momentous entry into the Venezuelan market today. This makes TVS Motor the first Indian automobile manufacturer to enter the market with a host of 14 SKUs for the enthusiastic riders of Venezuela, with their local distributor, SERVISUMINISTROS JPG.

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. With an established legacy of innovation, superior performance, and technologically advanced vehicles, TVS Motor is poised to deliver an unparalleled blend of cutting-edge technology, captivating design, and robust performance. The company ranks amongst the top five automobile manufacturers in the world with a presence in over 80 countries across Africa, Southeast Asia, the Indian Sub-Continent, Latin America and the Middle East.

Speaking on the occasion, **Mr. Rahul Nayak, Vice President – International Business, TVS Motor Company** said, *“TVS Motor Company has set a benchmark in catering to diverse needs of customers globally. We are excited to introduce TVS Motor's diverse lineup of motorcycles, scooters, and three-wheelers in Venezuela, making us the first Indian manufacturer to enter the market. Our presence in this dynamic market marks a significant achievement for our global expansion strategy and is a historic step towards our global ambitions.”*

“We are delighted to enter Venezuela with a host of products across our premium and commuter range of two-wheelers, as well as three-wheelers. In line with our values of keeping customers at the core of our offerings, our foray into the market will pave the way for us to explore newer opportunities in the world of mobility.” - **Mr. Martin Corsunsky, Continental Head Americas, TVS Motor Company.**

Product Range:

- **Premium Motorcycles** - TVS RR 310, TVS Apache RTR 200 FI, TVS Apache RTR 160, TVS Apache RTR 200
- **Commuter Motorcycles** - TVS TRAK 150, TVS Sport 100, TVS HLX, TVS Stryker, TVS RAIDER
- **Utility vehicle** - TVS XL 100
- **Sporty scooter** – TVS NTORQ 125
- **Three-wheelers** - TVS KING GS, TVS KING CARGO

Press Release



"We believe that the fusion of Indian engineering excellence with the rich cultural landscape of Venezuela will result in a thrilling experience for all motorcycle enthusiasts," said, Mr. Nino Conersa Giancarlo Olivieri, CEO at SERVISUMINISTROS JPG.

TVS Motor's product portfolio encompasses a wide range of products catering to different segments and preferences. From stylish commuters to agile sport bikes, TVS Motor has a motorcycle for every rider. These motorcycles are renowned for their superior fuel efficiency, reliability, and exceptional performance, attributes that are set to resonate with Venezuelan riders. With a commitment to fostering a strong relationship with the local community, TVS Motor is set to provide premium customer support and service in Venezuela. In line with the company's commitment to establishing a strong presence, it will also explore opportunities for local partnerships and collaborations that can contribute to the growth of the Venezuelan automotive industry.

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 visit www.tvsmotor.com/vz or contact:

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