

17<sup>th</sup> October 2024

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

National Stock Exchange of India Limited,  
Exchange Plaza, 5<sup>th</sup> Floor,  
Bandra-Kurla Complex,  
Bandra (E), Mumbai 400 051  
**Scrip code: TVSMOTOR**

Dear Sir / Madam,

**Reg : Press Release – "TVS Motor Introduces TVS HLX 125 with 5-Gears in Kenya"**

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We enclose a Press Release regarding "**TVS Motor Introduces TVS HLX 125 with 5-Gears in Kenya**", for dissemination.

*Date and time of occurrence of event: October 17, 2024 at 2:00 P.M.*

Thanking you,

Yours truly,  
For TVS MOTOR COMPANY LIMITED

K S Srinivasan  
Company Secretary  
Encl.:a/a

## TVS Motor Introduces TVS HLX 125 with 5-Gears in Kenya

*New variant comes with an increased vehicle warranty to 50,000 KM/ 18 months*

**Kenya, October 17<sup>th</sup>, 2024:** TVS Motor Company (TVSM), a leading global automaker in the two and three-wheeler segments, today announced the launch of TVS HLX 125 with 5-gears in Kenya. The new motorcycle offers powerful yet efficient features. It has best-in-class durability, requires minimal maintenance, has a superior engine, provides excellent mileage and performs across terrains.

Enhanced features in this variant include battery-saving headlamps for improved visibility, a convenient flat footrest, dura grip tubeless tyres with an 18-inch alloy rear wheel and an increased wheelbase for comfortable maneuverability and better stability. Additionally, the new TVS HLX 125 variant in Kenya gets an extended vehicle warranty of upto 50,000 KM/ 18 months. The variant comes with new graphics and a choice of three colours – black, red and blue - with stylish black-themed alloy wheels and rim tape.

Introducing the all-new TVS HLX 125 with 5-gears, **Rahul Nayak, Vice President, International Business, TVS Motor Company**, said, *“TVS HLX has been a strong performer consistently catering to last mile connectivity for people and goods across Africa. The product that reinstates the customer’s trust and confidence has achieved a 10 year milestone in Africa and sold more than 3.5 million vehicles globally. TVS HLX 125 will elevate the riding experience of our valued customers and set a benchmark in performance, safety and reliability making it the first preference.”*

Speaking on the occasion, **Mr. Vijay Gidomool, Group CEO, Car & General, Kenya** said, *“TVS HLX has always been the most trusted commuting partner, fulfilling the daily mobility needs of customers, for more than a decade. With the all-new TVS HLX 125 5-gear motorcycle we strengthen our commitment to enhancing customer experience. Through TVSM’s journey of providing high-quality products and our service, delivery and spares network have always aligned with our customer’s needs and requirements. We are confident that this new product will revolutionize two-wheeler mobility in the African market.”*

TVS Motor products are already sold in over 80 countries across Asia, Africa, Latin America and Europe. The TVS HLX has transformed thousands of lives in both rural and urban regions across Asia, Africa, the Middle East and LATAM.

### **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. Additional details and updates are available on [www.tvsmotor.com](http://www.tvsmotor.com)

**For more information, please contact:**

Priyanka Kumar - [Priyanka.Kumar@tvsmotor.com](mailto:Priyanka.Kumar@tvsmotor.com)

Sridipta Bhattacharjee - [Sridipta.Bhattacharjee@tvsmotor.com](mailto:Sridipta.Bhattacharjee@tvsmotor.com)

