

Date: 07th February, 2025

To,
BSE Limited (“BSE”),
Corporate Relationship Department,
2nd Floor, New Trading Ring,
P.J. Towers, Dalal Street,
Mumbai – 400 001.

Scrip Code: 544144
ISIN: INE772T01024

To,
**National Stock Exchange of India
Limited (“NSE”)**,
“Exchange Plaza”,
Plot No. C-1, Block G,
Bandra Kurla Complex, Bandra (East),
Mumbai – 400 051.

NSE Code: PVSL
ISIN: INE772T01024

Dear Sir/Madam,

Sub: Intimation under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements), Regulations 2015.

We wish to inform you that our wholly owned subsidiary Company, ‘Popular Autoworks Private Limited’ has received Letter of Intent (LOI) for establishing a state-of-the-art 3S facility (Showroom, Workshop and Pre-owned Car Section) offering JLR vehicles in Nagpur in the state of Maharashtra.

In this regard, please find enclosed the press release pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

We request you to kindly take the above information on record.

Thanking you,

Yours faithfully,

For Popular Vehicles and Services Limited

Varun T.V.
Company Secretary & Compliance Officer
Membership No: A22044
Place: Kochi

Popular Vehicles & Services Limited

PVSL and JLR strengthening Partnership with expansion into Nagpur, Maharashtra

Mumbai/Kochi, February 7, 2025:

Popular Vehicles & Services Limited (NSE: PVSL, BSE: 544144), one of India's leading fully integrated automotive dealership player is pleased to announce that its 100% step down subsidiary Popular Autoworks Pvt Ltd have received a Letter of Intent (LOI) for establishing a state-of-the-art 3S facility (Showroom, Workshop and Pre-owned Car Section) offering JLR vehicles in Nagpur in the state of Maharashtra. With Popular Autoworks Pvt Ltd's established operations in Karnataka, this expansion will further enhance the company's presence beyond southern India.

Located at MIDC, Hingna Road, Nagpur, this facility will include a Showroom, Workshop & Pre-owned car business verticals all under one roof. It will have 8 bays for servicing ~35 vehicles per month.

Once all the necessary approvals are in place, the project and construction activities are expected to be completed within 6 to 8 months. We anticipate it will begin its operation and start from H2FY26.

Commenting on this development, Mr. Naveen Philip, Promoter and MD, Popular Vehicles and Services Limited said,

We have enjoyed and built a strong relationship with the JLR dealership, and our expansion into Maharashtra will further reinforce this partnership as we continue our growth journey. This expansion aligns with our shared strategy to broaden our presence and leverage the increasing demand for luxury vehicles.

Additionally, with this expansion, PVSL will strengthen our luxury segment offerings, boosting revenue contribution and expanding our non-Kerala market presence."

About Popular Vehicles and Services Limited:

Popular Vehicles and Services Limited belongs to the diversified Kuttukaran Group, operating multi-brand automobile dealerships in Kerala, Tamil Nadu and Karnataka for past 70 years and expanded operations into Maharashtra in FY 23. It is one of the leading diversified automotive dealership company in the country with a presence across the automotive retail value chain, including the sale of new passenger, commercial and electric two/three-wheeler vehicles, services and repairs, spare parts distribution, sale of pre-owned passenger vehicles, and facilitation of the sale of third-party financial and insurance products. It operates passenger vehicle dealerships of Maruti Suzuki India Limited, Jaguar Land Rover India Limited, Honda car India, commercial vehicle dealership of Tata Motors and Bharat Benz and Ather Energy and Piaggio in electric vehicle space.

The Group launched the Company in 1984 as one among the first batch of Dealers appointed by Maruti Suzuki in India. Over the years, the operations have scaled up across four states. Their extensive network comprises 62 showrooms, 134 sales outlets and booking offices, 32 pre-owned vehicle showrooms and outlets, 143 authorized service centers, 44 retail outlets, and 26 warehouses & 7 Driving Schools. These facilities span across 14 districts in Kerala, 8 districts in Karnataka, 12 districts in Tamil Nadu, and 9 districts in Maharashtra, showcasing their robust presence across significant markets in India.

Safe Harbor

Statements in this document relating to future status, events, or circumstances, including but not limited to statements about plans and objectives, the progress and results of research and development, potential project characteristics, project potential and target dates for project related issues are forward-looking statements based on estimates and the anticipated effects of future events on current and developing circumstances. Such statements are subject to numerous risks and uncertainties and are not necessarily predictive of future results. Actual results may differ materially from those anticipated in the forward-looking statements. The company assumes no obligation to update forward-looking statements to reflect actual results changed assumptions or other factors.

For further details please contact:

Company:

Investor Relations Advisors:



**Popular Vehicles
& Services**

SGA Strategic Growth Advisors

Popular Vehicles & Services Limited

Strategic Growth Advisors Pvt. Ltd.

CIN: L50102KL1983PLC003741

CIN: U74140MH2010PTC204285

Mr. Varun T. V.

Ms. Neha Shroff / Mr. Vineet Shah

CS & Compliance Officer

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