

Date: 07<sup>th</sup> 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, ‘Kuttukaran Cars Private Limited’ has received Letter of Intent (LOI) for establishing Ather Space 3.0 in Thiruvananthapuram, Kerala.

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**

**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 Kuttukaran Cars Pvt Ltd have received a Letter of Intent (LOI) for establishing a Ather Space 3.0 in Thiruvananthapuram, Kerala.

Located at Building No - 30/111 & 30/112, Opposite Homeo Hospital, TB Junction Attingal P.O., Thiruvananthapuram, Kerala, this facility will include an Experience Centre, Service Centre and Warehouse. It will have 1 bay for servicing ~90 vehicles per month. We anticipate it will begin its operation by April this year.

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

*"We are delighted to receive the Letter of Intent from Ather, further expanding our presence in Kerala and strengthening our long-standing partnership.*

*This expansion will strengthen our commitment to the 2-Wheeler EV segment while bolstering Ather's market leadership in the region and be a part of this growing market. By enhancing our service and customer experience, we continue to drive sustainable growth and deliver best-in-class solutions to our customers in Kerala."*

**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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