

Ref: PVSL/SEC/36/2025-26

CIN L50102KL1983PLC003741
KERALA - GSTIN 32AABCP3805G1ZW
TAMIL NADU- GSTIN 33AABCP3805G1ZU

Date: 10th July, 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 setting up Ather facilities in Chennai, Tamil Nadu.

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, July 10, 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 has received a Letter of Intent (LOI) for setting up Ather facilities in Chennai, Tamil Nadu.

The facilities will be spread across two locations — one housing the Experience Centre, and the other accommodating the Service Centre and warehouse. The service centre will initially feature 5 bays, with capacity to service approximately 450 vehicles per month. Operations are expected to commence by the first week of September this year. Total investment for setting up these facilities is estimated at around Rs 75 Lakhs.

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

"We're pleased to announce the receipt of a Letter of Intent from Ather, marking an important milestone in our journey to grow within the two-wheeler EV ecosystem and deepen our presence in Tamil Nadu. This development reflects our continued focus on expanding our geographic footprint beyond Kerala and tapping into emerging opportunities in the electric mobility space."

"Through this strategic collaboration, we aim to reinforce Ather's growing presence by establishing a robust service network and delivering an exceptional ownership experience to EV customers. Tamil Nadu is an important market in our efforts to gradually broaden our revenue beyond Kerala, and this initiative supports that direction."

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 63 showrooms, 136 sales outlets and booking offices, 32 pre-owned vehicle showrooms and outlets, 146 authorized service centers, 47 retail outlets, and 24 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**

Popular Vehicles & Services Limited

CIN: L50102KL1983PLC003741

Mr. Varun T. V.

CS & Compliance Officer

Email id: cs@popularv.com

SGA Strategic Growth Advisors

Strategic Growth Advisors Pvt. Ltd.

CIN: U74140MH2010PTC204285

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