

6th March 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 / Madam,

Reg : Press Release - TVS HLX series clocks 3 million global sales milestone

We enclose a Press Release regarding "**TVS HLX series clocks 3 million global sales milestone**", for dissemination.

Thanking you,

Yours truly,
For TVS MOTOR COMPANY LIMITED

K S Srinivasan
Company Secretary

Encl : a/a

PRESS RELEASE



TVS HLX series clocks 3 million global sales milestone

- *TVS HLX series is sold across 54 countries*

Hosur, March 06, 2023: TVS Motor Company, a reputed manufacturer of two-wheelers and three-wheelers in the world, today announced that the TVS HLX series has achieved a milestone of 3 million sales across 54 countries. This is the fastest million milestone that the brand has achieved in 17 months and it represents the trust and loyalty of the global customers.

TVS HLX was first launched in 2013. Currently, the portfolio includes TVS HLX Plus, TVS HLX 125, TVS HLX 150, TVS HLX 150 X, TVS HLX 150 DISC, and TVS HLX Gold. Through these diverse variants, the brand accomplishes the mobility demands of the market, particularly in rural and semi-urban regions across Africa, Middle East and Latin America. The TVS HLX series has a growing demand as it has been enabling the last-mile connectivity in Africa where it is widely used as a taxi, providing transportation to millions of passengers every day.

Speaking on the occasion, **Mr. K.N. Radhakrishnan, Director & CEO, TVS Motor Company**, said, *"We are delighted that our leading global brand TVS HLX has achieved the landmark sales milestone of 3 million units across global markets. This milestone is a reinforcement of our endeavour to continue delighting our customers with superior products that complement with robust customer satisfaction initiatives. This milestone is an acknowledgment of the customers' preference for our products across geographies. We thank our customers for their continuous support and trust reposed on the brand over the years."*

Commenting on this milestone achievement, **Mr. Rahul Nayak, Vice President, International Business, TVS Motor Company**, said, *"The milestone is a testament to the hard work of our entire team and highlights our strong production and network capabilities. With TVS HLX, we built a brand that is synonymous with durability and performance while ensuring continuous product improvement. TVS HLX is a testimony to the customer insight driven product development. We remain committed to bring quality products, provide the best after-sale services and easy availability of genuine parts for our customers across the markets."*

TVS HLX series has stayed true to the brand's promise of being a sturdy product that is highly reliable across rugged terrains. TVS HLX has played an integral role in transforming millions of lives by catering to varied commuting needs.

PRESS RELEASE



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

For more information, please contact:

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**3 million riders.
54 countries.
1 choice.**

TVS *HLX*



We thank and congratulate everyone who has been part of this journey.