TVS MOTOR COMPANY
TVS Motor Company Limited, Registered Office : "Chaitanya" No.12, Khader Nawaz Khan Road,
Chennai - 600006, Tamilnadu, India. Telephone : +91-44-28332115 Fax : +91-44-28332113

13th November 2026

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

National Stock Exchange of India Ltd
Exchange Plaza, 5th Floor,
Bandra-Kurla Complex,
Bandra (E), Mumbai 400 051.
Scrip code: TVSMOTOR

Dear Sir / Madam,

Reg : Press Release - "TVS MOTOR EXPANDS BRAZIL OPERATIONS AND REINFORCES LONG-TERM COMMITMENT"

We enclose a Press Release regarding **"TVS MOTOR EXPANDS BRAZIL OPERATIONS AND REINFORCES LONG-TERM COMMITMENT"**, for dissemination.

Date and time of occurrence of event: November 13, 2026 at 4.00 A.M. (IST)

Thanking you,

Yours truly,

For **TVS MOTOR COMPANY LIMITED**

KELLIYA SUBRAMANIA N SRINIVASAN
Digitally signed by KELLIYA SUBRAMANIAN SRINIVASAN
Date: 2026.11.13 04:04:02 +05'30'

K S Srinivasan
Company Secretary

Encl.: a/a

TVS MOTOR EXPANDS BRAZIL OPERATIONS AND REINFORCES LONG-TERM COMMITMENT

- *New São Paulo Flagship Store anchors a broader strategy spanning local operational capacity, retail expansion and nationwide after-sales support.*
- *With an annual production capacity of approximately 130,000 units, TVS is set to expand its retail network in partnership with Mottu, including three new stores during 2027.*
- *This partnership provides access to ~500 points of sale, 168 service locations in Brazil.*
- *The first TVS Motor Flagship Store opens at Avenida dos Bandeirantes, 1747, Vila Olímpia, São Paulo.*

Singapore, São Paulo, November 12, 2026: TVS Motor Company (TVSM), part of TVS VENU, the world's third-largest two-wheeler manufacturer, today announced the next phase of its growth in Brazil, supported by increased production capacity, an expanding retail footprint and a significant nationwide after-sales and service network. The opening of the company's first Flagship Store in São Paulo provides a visible customer-facing proof point of this broader, long-term commitment to the Brazilian market.

TVS Motor's operations in Brazil currently have **annual production capacity of approximately 110,000 units in 2026, with plans to increase capacity to 130,000 units by 2027.** The planned expansion is intended to support the company's growing commercial presence and its long-term ambition to build a sustainable business in one of the world's leading motorcycle markets.

The growth plan also includes a **wider retail and service presence.** In partnership with Mottu, TVS Motor plans to renovate existing locations and open new exclusive dealerships, initially focusing on the Southeast and Central-West regions. Three new stores are planned during 2027, bringing the brand and its portfolio closer to customers.

Through the partnership with Mottu, TVS Motor has access to a network of more than 500 points of sale and 168 service locations across Brazil. Locations authorised to service TVS models will have specialised technical teams trained by the manufacturer, supported by local spare-parts availability.

Peyman Kargar, President, International Business, TVS Motor Company, said: *"Brazil is a strategically important market for TVS Motor and a key pillar of our international growth ambitions. Through our partnership with Mottu, we are investing in our local capacity, expanding our retail footprint and strengthening the service ecosystem required to build a sustainable and enduring business for the years ahead. The opening of our first Flagship Store is an important milestone within this broader strategy, bringing TVS Motor closer to Brazilian consumers and enabling us to deliver innovative, high-quality products and experiences that resonate with local customers."*

With a presence in more than 90 countries and over 50 million customers worldwide, TVS Motor has operated in 18 Latin American markets for more than 15 years. The expansion of its operations in Brazil is part of the company's international strategy, which identifies the Brazilian market as a significant opportunity to strengthen its regional operations and consolidate its presence in one of the world's leading motorcycle markets.

First Flagship Store Strengthens Commercial Strategy

The opening of the first Flagship Store represents a milestone in TVS Motor's brand positioning and commercial expansion strategy in Brazil. Featuring a 149 square metres showroom within a total area of approximately 250 square metres, the space was designed to bring the brand closer to Brazilian consumers by combining product displays, technology, and brand experience in a single environment.

The new location also serves as a showcase for the manufacturer's portfolio and its approach to the Brazilian market, combining products developed for different consumer profiles with a local sales and customer service infrastructure.

"The Brazilian two-wheeler market is one of the most dynamic and significant in the world, closely aligned with our global expertise in mobility. We want to offer Brazilian riders products that combine technology, design, and performance, supported by a strong customer service and after-sales infrastructure. The opening of our first Flagship Store in São Paulo represents an important milestone in bringing TVS closer to consumers and reaffirming our long-term commitment to the country," says Martin Corsunsky, Continental Business Head at TVS Motor Company.

Partnership with Mottu Supports Expansion in the Brazilian Market
TVS Motor's growth strategy in Brazil is supported by its partnership with Mottu, established four years ago. The collaboration combines the manufacturer's international expertise in motorcycle development with the Brazilian partner's local distribution, sales, and support infrastructure.

Through this partnership, the brand's expansion plans includes the gradual opening of exclusive retail locations and strengthening the manufacturer's presence in priority markets.

After-sales service is also a key component of this strategy. Locations authorized to service TVS models will have specialized technical teams trained by the manufacturer, as well as local spare parts availability.

Portfolio Designed for Different Consumer Profiles
The models presented include the **TVS NTORQ 125**, a sporty scooter featuring connectivity capabilities; the **TVS Raider 125**, designed for urban mobility with a focus on efficiency and technology; the **TVS Apache 160**, which combines performance and handling for everyday riding; and the **TVS Apache 200**, developed with racing-inspired technologies and a focus on the riding experience.

The introduction of this portfolio is part of the manufacturer's strategy to consolidate its commercial presence in Brazil, expanding the mobility options available to consumers and reinforcing TVS Motor's positioning in the national market.

About TVS Motor Company

TVS Motor Company (BSE:532343 and NSE: TVSMOTOR), part of TVS VENU, 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. TVS Motor Company endeavours to deliver the most superior customer experience across 90 countries in which we operate.

For more information, please visit www.tvsmotor.com

For further details, please contact:
Kanika Mehta: kanika.mehta@tvsmotor.com


TVS
Mottu
RAIDER
TVS
Mottu


NTORQ 125
Apache
TVS
Mottu
Apache
RAIDER