

17<sup>th</sup> September 2025

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

National Stock Exchange of India Limited,  
Exchange Plaza, 5<sup>th</sup> Floor,  
Bandra-Kurla Complex,  
Bandra (E), Mumbai 400 051  
**Scrip code: TVSMOTOR**

Dear Sir / Madam,

**Reg : Press Release - "TVS MOTOR COMPANY LAUNCHES TVS KING  
DELUXE PLUS CNG 3-WHEELER IN TANZANIA"**

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We enclose a Press Release regarding **"TVS MOTOR COMPANY LAUNCHES TVS  
KING DELUXE PLUS CNG 3-WHEELER IN TANZANIA"**, for dissemination.

*Date and time of occurrence of event: September 17, 2025 at 4.20 P.M.*

Thanking you,

Yours truly,

For TVS MOTOR COMPANY LIMITED

K S Srinivasan  
Company Secretary  
Encl.: a/a

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## TVS MOTOR COMPANY LAUNCHES TVS KING DELUXE PLUS CNG 3-WHEELER IN TANZANIA

**Dar Es Salaam, September 17<sup>th</sup>, 2025:** TVS Motor Company – a global leader in two and three-wheeler manufacturing – together with its distributor Car & General launched the **TVS King Deluxe Plus CNG 3 Wheeler** in Tanzania. The launch announcement was conducted at Dar Es Salaam Gymkhana Sports Club in the presence of dealers, retail finance partners and fleet owners. This new CNG 3 Wheeler is designed to address the dynamic requirements of urban and semi-urban mobility.

The TVS King Deluxe Plus CNG 3 Wheeler combines robust design, performance, and reliability with cutting-edge technology. With this launch, TVS Motor Company underscores its commitment to providing Tanzanian customers with affordable, durable, and fuel-efficient mobility solutions. The legacy of “Mfalme Wao” (“Their King”), inspired by the enduring roots and heritage of kinship and leadership, acts as an inspiration for the company. This approach reinforces the product TVS King’s identity as a trusted 3 Wheeler segment leader while ensuring a strong connection with customers, rooted deeply in the spirit of leadership and unity.

The New TVS King Deluxe Plus CNG offers premium features like King size driver seat, Strong Chassis & Body with Heavy duty pillars, Tubeless tyres with Gold coloured rims, 5 KG CNG tank with 8 Litre petrol fuel tank, stronger & longer steering column, large foldable mirrors.

Commenting on the launch, **Mr. Rahul Nayak, Senior Vice President – International Business, TVS Motor Company**, said, *“Tanzania being a priority market for us, and the launch of TVS King Deluxe Plus CNG 3 Wheeler highlights our long-term commitment to delivering innovative and durable products. This 3 Wheeler will be setting a new benchmark in Tanzania, as there is a growing shift towards affordable and sustainable mobility solutions. With rising fuel prices and an increasing need for efficient public transport, this vehicle will support in delivering both economic and environmental advantages to drivers and fleet owners. As we continue to expand our presence here, we find Tanzania as a hub for opportunity and growth.”*

TVS King Deluxe Plus CNG 3 Wheeler has an unmatched combination of smart features, comfort, ergonomics and safety. The vehicle will empower businesses and also improve everyday life of operators. The product will be available across Dar Es Salam, Tanzania with our 33 dealers & sales touch points 50 service centres to deliver the vehicles on time with satisfactory experience.

TVS Motor is globally recognised for its engineering, innovation, and quality, with products sold in more than 80 countries across Asia, Africa, Latin America and Europe.

# PRESS RELEASE



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## **About TVS Motor Company**

TVS Motor Company (BSE:532343 and NSE: TVSMOTOR) 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. 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. Additional details and updates are available on [www.tvsmotor.com](http://www.tvsmotor.com).

**For more information, please contact:**

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