

20th April 2026

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 MOTOR COMPANY ACCELERATES AFRICA
EXPANSION WITH MULTI-PRODUCT ENTRY INTO ZAMBIA"**

We enclose a Press Release regarding **"TVS MOTOR COMPANY ACCELERATES
AFRICA EXPANSION WITH MULTI-PRODUCT ENTRY INTO ZAMBIA"**, for
dissemination.

Date and time of occurrence of event: April 20, 2026 at 07.15 P.M. (IST)

Thanking you,

Yours truly,

For **TVS MOTOR COMPANY LIMITED**

K S Srinivasan
Company Secretary

Encl.: a/a

TVS MOTOR COMPANY ACCELERATES AFRICA EXPANSION WITH MULTI-PRODUCT ENTRY INTO ZAMBIA

- The portfolio of 8 products set to address the growing demand for personal and commercial mobility in the region
- TVS HLX, TVS ZT 125, TVS NTORQ 125, TVS Apache RTR 180, TVS Apache RTR 200 and TVS Apache RR 310 set to enable the growing mobility ecosystem

Lusaka, Zambia, April 20, 2026: TVS Motor Company (TVSM)—a leading global manufacturer of two and three-wheelers—today announced its official entry into the Zambian market. In a strategic move to bolster its African footprint, the company has appointed **Zamoto Manufacturing Limited** as its official distributor, ensuring a robust sales, service, and spare parts network across the country.

With a young, rapidly urbanizing demographic, Zambia represents a high-potential market for efficient mobility. TVSM is introducing a diverse lineup of eight products, meticulously curated to meet the specific needs of Zambian commuters and businesses.

A Portfolio for Every Journey

The new product range is categorized into three strategic pillars:

- **Taxi & Commercial Segment:** Featuring the **TVS HLX series** (HLX KS/ES, HLX 125 5G, and HLX 150 5G). Known as the ‘workhorse of Africa’, these models are engineered for durability, fuel efficiency, and low maintenance costs for last-mile delivery and taxi operations.
- **Personal Mobility Segment:** The **TVS ZT 125** and **TVS NTORQ 125** offer urban commuters a blend of comfort, modern style, and advanced technology.
- **Premium Segment:** For performance enthusiasts, TVS is introducing the **Apache RTR 180**, **RTR 200**, and the flagship **Apache RR 310**, bringing world-class racing pedigree to Zambian roads.

"Africa is a key driver of our international growth strategy. Our entry into Zambia is a significant leap forward, supported by a comprehensive product portfolio and a strong partner like Zamoto, we are building an ecosystem that evolves alongside the country's aspirations," said **Peyman Kargar, President – International Business, TVS Motor Company**. *"We are not just selling vehicles; we are building a long-term mobility ecosystem that aligns with the aspirations of the Zambian people."*

Local Partnership & Support

Through the partnership with Zamoto Manufacturing Limited, TVSM will prioritize customer accessibility. This collaboration ensures that customers have seamless access to genuine spare parts and professional maintenance across 3 primary outlets and service centers nationwide, ensuring a worry-free ownership experience.

Mr. Moussa Jawad, CEO, Zamoto Manufacturing Limited, said, *"We are delighted to partner with TVS Motor Company and introduce its eight globally trusted products to the Zambian market. We see strong growth across Zambia as the demand for reliable and efficient mobility solutions is increasing steadily in commercial mobility, including taxis and last-mile delivery services. With TVSM's robust and fuel-efficient product range, combined with our deep understanding of the local market, we are well-positioned to support both commercial operators and personal mobility customers."*

PRESS RELEASE



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. For more information, please visit www.tvsmotor.com

For more details, please contact:

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