

22<sup>nd</sup> May 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 and OOR Cabs Join Hands to Deploy 500 Electric Three-Wheelers in Tamil Nadu"**

---

We enclose a Press Release regarding **"TVS Motor Company and OOR Cabs Join Hands to Deploy 500 Electric Three-Wheelers in Tamil Nadu"**, for dissemination.

*Date and time of occurrence of event: May 22, 2025 at 3.46 P.M.*

Thanking you,

Yours truly,

For TVS MOTOR COMPANY LIMITED

K S Srinivasan  
Company Secretary  
Encl.: a/a

## TVS Motor Company and OOR Cabs Join Hands to Deploy 500 Electric Three-Wheelers in Tamil Nadu

**Chennai, May 22, 2025:** TVS Motor Company, a global leader in two and three-wheeler manufacturing, today signed a Memorandum of Understanding (MoU) with OOR Cabs Pvt. Ltd., a technology-driven mobility platform, to supply 500 TVS King EV MAX electric three-wheelers during the financial year 2025-26. This strategic partnership is aimed at promoting sustainable urban mobility across Tamil Nadu. As part of the initiative, OOR Cabs will deploy the vehicles for eco-friendly intra-city passenger services, beginning with Trichy, and progressively expanding operations to Madurai and Coimbatore. The integration of these electric vehicles into OOR Cabs' fleet reinforces both companies' commitment to cleaner, more efficient transportation solutions.

The TVS King EV MAX, known for its superior range of 179 km, Bluetooth connectivity through TVS SmartXonnect™, quick charging capability, and spacious, ergonomic design, has been customised in line with OOR Cab's vision of delivering an enhanced passenger experience. OOR's new EV fleet will come equipped with features including on-board drinking water facilities for passengers, thermal insulation on the vehicle roof for improved in-cabin comfort, and mobile charging ports, making every ride a premium and comfortable travel experience.

Speaking on the occasion, **Mr. Rajat Gupta, Business Head – Commercial Mobility, TVS Motor Company**, said, *"We are delighted to partner with OOR Cabs in accelerating the shift towards green mobility in India. The TVS King EV MAX has been engineered for high performance, that provides superior rider comfort and makes it an ideal choice for OOR Cabs' vision of redefining urban transportation. Through this collaboration, we aim to empower driver-partners and provide sustainable, efficient mobility solutions to customers across Tamil Nadu."*

**Mr. Maria Issac, CEO OOR Cabs**, added, *"OOR Cabs is driven by a mission to provide seamless, sustainable, and customer-centric mobility solutions. Our collaboration with TVS Motor Company, a trusted leader in electric vehicle innovation, enables us to elevate the passenger experience while reducing our carbon footprint. With a vision to expand our fleet to 500 electric vehicles this year, we are proud to kick-start the journey with TVS Motor Company, whose product and engineering capabilities match our high standards. Together, we are enabling more eco-friendly, reliable, and comfortable commuting options for cities like Trichy, Madurai, and Coimbatore."*

This partnership marks a significant step toward a greener, more inclusive future in mobility. OOR Cabs plans to steadily increase its EV fleet by **adding 20–30 vehicles every month**, empowering both men and women drivers and promoting sustainable livelihoods in Tier 2 and Tier 3 cities. This initiative is aligned with Tamil Nadu's goal of leading the nation in clean mobility transformation.

# PRESS RELEASE



As part of the event, the first batch of TVS King EV Max vehicles were delivered to customers. A total of 10 units were ceremonially handed over during the event held in Trichy, marking the beginning of this green mobility partnership. An additional 10 units are scheduled for delivery in June 2025, further expanding the electric fleet presence in Tamil Nadu.

## **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 have led in their respective categories in the J.D. Power IQS & APEAL surveys and J.D. Power Customer Service Satisfaction Survey. 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](http://www.tvsmotor.com).

## **About OOR Cabs**

OOR Cabs, the Tamil Nadu based cab aggregator startup has quickly gained notable traction in Trichy after the company introduced electric auto as part of its Go-Green initiative. Unlike larger platforms that rely heavily on app-based systems, OOR Cabs allows ride booking via WhatsApp, catering to users less comfortable with smartphones. With initiatives like women driver empowerment, eco-friendly EV deployment, and a strong community-based operational model, OOR Cabs has positioned itself as a socially responsible and user-centric platform. As the demand increases rapidly, within this year, OOR Cabs has planned to increase the fleet size to 500 electric autos in Trichy and the firm is planning to expand the service in Madurai, Coimbatore and Salem.

**For further details, please contact:**

Priyanka Kumar: [Priyanka.Kumar@tvsmotor.com](mailto:Priyanka.Kumar@tvsmotor.com)

Sridipta Bhattacharjee: [Sridipta.Bhattacharjee@tvsmotor.com](mailto:Sridipta.Bhattacharjee@tvsmotor.com)

**TVS**



**OOR Cab**

