

25th March 2025

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 Crosses 4 Million in Global Sales"

We enclose a Press Release regarding **"TVS HLX Crosses 4 Million in Global Sales"**, for dissemination.

Date and time of occurrence of event: March 25, 2025 at 11.55 A.M.

Thanking you,

Yours truly,

For TVS MOTOR COMPANY LIMITED

K S Srinivasan
Company Secretary
Encl.: a/a

TVS HLX Crosses 4 Million in Global Sales

The bellwether in easy mobility solution, the TVS HLX series is now sold across 57 countries

Abuja, March 25, 2025: TVS Motor Company (TVSM) – a leading global automaker in the two and three-wheeler segment – marked a significant milestone with the TVS HLX range crossing 4 million in global sales. Launched first in 2013 in Africa, the TVS HLX series has been instrumental in transforming millions of lives. It is now sold in 57 countries across Latin America, Africa and the Middle East. The TVS HLX series has been a bellwether in easy mobility solution for personal commute, motorcycle taxi and delivery segments.

TVS HLX, with its powerful, best-in-class engine that offers great pick-up, acceleration and fuel efficiency has consistently offered great value. Regular additions and upgrade in features such as Induction hardened fork, Strong Alloy wheels, flexible turn signal lamps, extra-long seats, big carrier, telematics, tubeless tyres, and USB charger have kept the brand contemporary. Its long engine life and low maintenance cost, make the TVS HLX series a highly reliable mobility solution across terrains.

Mr. Rahul Nayak, Vice President, International Business, TVS Motor Company, said *“Achieving the 4 million milestone reflects the extraordinary trust our customers have placed in TVS HLX over the years. From enabling entrepreneurs to connecting communities, the TVS HLX has earned its place as a trusted mobility partner. It is reliable, durable, superior quality product, backed by great after-sales service by our retail partners, readily available genuine parts and an extensive network of trained technicians across geographies. It has a large network of retail finance partners, enabling ease of ownership.”*

The key to success for the TVS HLX has been in the product being developed ground-up, consistent with the need of the respective markets. For example, in keeping with the uniqueness of the African market where motorcycles are primarily used for business commute, the TVS HLX is equipped with a larger seat, longer pillion footrest and higher load carrying capacity.

Over the years, the customer ownership experience for the TVS HLX has consistently become richer by incorporating customer insights into the additions and upgrades. Tubeless tyres LED headlights, Disc brakes, Semi-Digital speedometer, IOC technology, anti-theft mechanisms and telematics have been segment-first features. The superior suspension, an efficient eco-thrust engine, graphics with exciting colours, fuel economy and longer engine life, add to the compelling value proposition. The vehicle also comes with an extended warranty, across countries.

TVS HLX portfolio began with HLX Plus with a brand purpose of powering the progress and over the years it has added HLX 125 4G, HLX 125 5G, HLX 150 and HLX 150X as the demand grew. As a latest addition, HLX 150 DISC and HLX 150 F cater to a growing segment that has been curated for delivery and commuting needs across geographies.

The HLX series crossed a million vehicles in sales, by the middle of 2019. The last million of the total 4 million customers, were added in just the last 24 months.

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. Additional details and updates are available on www.tvsmotor.com

For more information, please contact:

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