

26th February 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 ANNOUNCES STRATEGIC EXPANSION INTO SOUTH AFRICA; LAUNCHES 7 HIGH-PERFORMANCE MODELS"

We enclose a Press Release regarding **"TVS MOTOR COMPANY ANNOUNCES STRATEGIC EXPANSION INTO SOUTH AFRICA; LAUNCHES 7 HIGH-PERFORMANCE MODELS"**, for dissemination.

Date and time of occurrence of event: February 26, 2026 at 12.15 P.M. (IST)

Thanking you,

Yours truly,

For **TVS MOTOR COMPANY LIMITED**

K S Srinivasan
Company Secretary
Encl.: a/a

TVS MOTOR COMPANY ANNOUNCES STRATEGIC EXPANSION INTO SOUTH AFRICA; LAUNCHES 7 HIGH- PERFORMANCE MODELS

JOHANNESBURG, February 26, 2026: TVS Motor Company (TVSM)—a global leader in two and three-wheeler manufacturing—today announced its official re-entry into the South African market. In a move to redefine the regional mobility landscape, TVSM has entered a strategic partnership with **The Nexus Collective**, a specialized distributorship backed by the **Bidvest Group Limited**, South Africa's largest automotive distributor.

Strategic Market Leadership

With this launch, TVSM becomes the only two-wheeler brand in South Africa to operate across multiple product forms and segments simultaneously. This expansion is a cornerstone of TVSM's international growth strategy; as of 2025, international business accounts for 25% of total sales, with the African continent representing over half of global operational revenue and nearly 70% of export unit volumes.

"South Africa is a strategically important market for TVS Motor Company," said **Peyman Kargar, President – International Business**. "This partnership enables us to combine global engineering excellence with strong local execution. Our focus will be on building a scalable distribution footprint and creating sustainable long-term value in South Africa's evolving mobility ecosystem."

Diverse Portfolio for a Dynamic Market

Under the campaign theme "**Ride the Future**," TVSM is introducing seven proven products tailored for diverse applications, including daily commuting, leisure, delivery utility, and shared mobility:

- **Performance & Sport:** TVS Apache RR 310 and TVS Apache RTR 200
- **Commuter & Utility:** TVS Raider 125, Trak 150, HLX 125 4G, and HLX 150X
- **Urban Mobility:** TVS NTORQ 125

Rahul Nayak, Continent Head – Africa, emphasized the brand's commitment to reliability: "Our immediate priority is to ensure strong retail expansion, seamless after-sales support, and consistent brand visibility. We look forward to building a strong, sustainable presence in the market."

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

PRESS RELEASE



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 90 countries in which we operate. For more information, please visit www.tvsmotor.com

For more details, please contact:

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