

20th March 2025

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

National Stock Exchange of India Ltd.,
Exchange Plaza, 5th Floor,
Bandra-Kurla Complex,
Bandra (E), Mumbai 400 051.
Scrip code: TVSMOTOR

Dear Sir/Madam,

Subject : Appointment of Senior Management Personnel - Intimation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("Listing Regulations")

In compliance with Regulation 30 read with Schedule III of the Listing Regulations, we wish to inform that, the Company has today, approved the appointment of Mr Peyman Kargar as Head - International Business, and Senior Management Personnel of the Company effective 1st April 2025.

In terms of the Listing Regulations read with SEBI Circular No SEBI/HO/CFD/PoD2/CIR/P/0155 dated November 11, 2024, we are furnishing herewith the details of the appointee as **Annexure 1**.

A Press Release in this regard, issued by the Company is enclosed as **Annexure 2**.

Thanking you,

Yours truly,
For **TVS Motor Company Limited**

K S Srinivasan
Company Secretary

Encl.: a/a

ANNEXURE 1

S No	Particulars	Information
		Mr Peyman Kargar
1	Reason for change viz. appointment, resignation, removal, death or otherwise	The Company today i.e., 20 th March 2025, has approved the appointment of Mr Peyman Kargar, as Head - International Business and Senior Management Personnel of the Company, effective 1 st April 2025.
2	Date of appointment / cessation (as applicable) & term of appointment	1 st April 2025
3	Brief profile (in case of appointment)	As given in the Press Release - Enclosed as Annexure 2.
4	Disclosure of relationships between directors (in case of appointment of a director)	NA

oOo

PRESS RELEASE



TVS MOTOR COMPANY APPOINTS PEYMAN KARGAR AS HEAD OF INTERNATIONAL BUSINESS

Bengaluru, March 20, 2025: TVS Motor Company (TVSM) - a leading global automaker in the two and three-wheeler segment – today announced the appointment of Peyman Kargar as Head – International Business. He will be based out of Dubai and report to K N Radhakrishnan, Director & CEO, TVS Motor Company. Peyman is an accomplished global automotive leader with over three decades of experience across Europe, Asia, and the Middle East.

Announcing the appointment, **K. N. Radhakrishnan, Director & CEO**, TVS Motor Company said, *“Peyman’s prolific global leadership experience and expertise will add significant value to the company. The Company has been strengthening its position in international markets and has plans to expand further in advanced economies. We are confident that under his leadership, we will further strengthen our market position and continue to set benchmarks. We wish him the very best and welcome him to the TVSM family.”*

Peyman was the Global Chairman & President of INFINITI, the luxury brand of Nissan Company. He led the full value chain of the INFINITI brand globally, including Product Planning, R&D, Manufacturing, Quality, Sales & Marketing, and Finance. Over three years until March 2023, he transformed the brand, resulting in a 20% increase in volume and setting the business on a trajectory toward USD 1 billion in annual profit.

Previously, he was the Chairman & Sr VP of Africa Middle East India Region CEO of the DATSUN brand. He oversaw more than 80 countries for NISSAN Group. Earlier, from 2014 to 2017, he was the VP Sales & Marketing, Renault Group for 50 countries in Africa, Middle East, Iran & India, managing a 4 Bn Euro Turnover & 400,000 Sales per year. His two previous roles included being the Managing Director of Renault Middle East and the Country Manager Director in Iran. He was managing all Functions in the country including R&D, Manufacturing, S&M, aftersales.

Peyman is a Mechanical Engineer and an MBA with a focus on Finance, Strategy, and Leadership.

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

PRESS RELEASE



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.