Creating value beyond the first purchase

As mobility ownership evolves, we are expanding our participation beyond the first purchase to build a stronger presence across the two-wheeler ownership lifecycle. Through DriveX, we are creating a mobility ecosystem built on trust, transparency and convenience, bringing greater structure to India's growing pre-owned two-wheeler market.

Organising an underserved market

DriveX, a TVSM subsidiary, operates across vehicle procurement, refurbishment and retail of multi-brand motorcycles and scooters, organising and streamlining the end-to-end customer journey. At its core is the ambition to become a highly integrated auto-tech powerhouse, backed by advanced AI capabilities including intelligent vehicle recommendations, transparent AI-driven pricing, automated fraud detection and proprietary evaluation tools. Together, these capabilities institutionalise trust and enable an omnichannel approach to serving customers across purchase, resale and exchange requirements.

The business combines physical retail, refurbishment capability and digital platforms to create a structured and trusted proposition in a market that remains largely underserved and trust-deficient. As of March 31, 2026, DriveX operated 12 company-owned company-operated (COCO) stores and 23 franchisee-owned franchisee-operated (FOFO) outlets, with a primary presence across Karnataka and Tamil Nadu. Two refurbishment centres in Hosur and Coimbatore support vehicle reconditioning and quality assurance through comprehensive multi-point inspections.

Connecting physical and digital experiences

DriveX has also built digital and platform-led capabilities to address multiple use cases within the pre-owned two-wheeler ecosystem. DriveX DIRECT enables the online buying and selling of multi-brand pre-owned two-wheelers through an assisted customer-to-customer experience, while the DriveX Auction Platform (DAP) facilitates auction-led vehicle sales to open-market brokers, broadening vehicle sourcing and liquidation channels.

By embedding AI and technology into every stage of the customer journey, DriveX is positioning itself at the intersection of intelligent technology, data-led insights and customer trust. Reflecting this momentum, revenue increased to ₹74 crore in FY 2025-26 from ₹61 crore in the previous year. During the year, TVSM further strengthened its commitment to the business by increasing its shareholding by 2.81%, taking its total stake in DriveX to 92.21% as of March 31, 2026.

21%

Increase in revenue (y-o-y) registered by DriveX in FY 2025-26