TVS MOTOR COMPANY
TVS Motor Company Limited, Registered Office : "Chaitanya" No.12, Khader Nawaz Khan Road,
Chennai - 600006, Tamilnadu, India. Telephone : +91-44-28332115 Fax : +91-44-28332113

24th November 2026

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,

Reg : Press Release - "TVS Jupiter: The Scooter of India, Trusted By One Crore Indians"

We enclose a Press Release regarding **"TVS Jupiter: The Scooter of India, Trusted By One Crore Indians"**, for dissemination.

Date and time of occurrence of event: November 24, 2026 at 2.20 P.M. (IST)

Thanking you,

Yours truly,

For **TVS MOTOR COMPANY LIMITED**

KELLIYA SUBRAMANIAN SRINIVASAN
Digitally signed by KELLIYA SUBRAMANIAN SRINIVASAN
Date: 2026.11.24 14:24:59 +05'30'

K S Srinivasan
Company Secretary

Encl.: a/a

For more information, please visit www.tvsmotor.com

TVS Jupiter: The Scooter of India, Trusted By One Crore Indians

- *Becomes youngest automotive brand to reach one crore milestone*
- *India's most awarded scooter is also the preferred mobility choice of new India*

Bengaluru, November 24, 2026: TVS Motor Company, part of TVS VENU and a global leader in two and three-wheeler manufacturing, today announced the rollout of TVS Jupiter, marking the one crore cumulative production milestone from its manufacturing facility in Hosur, Tamil Nadu. With this milestone, TVS Jupiter becomes India's fastest and youngest scooter brand to reach one crore cumulative production units, reinforcing its position as one of the country's most iconic mobility brands.

Over 13 years, TVS Jupiter has evolved alongside India, becoming an integral part of everyday mobility for households across the country. Introduced in 2013 with the philosophy of *Zyada Ka Fayda*, the brand set out to redefine everyday mobility by offering *More*.

Today, TVS Jupiter continues to deliver more performance, more mileage, more comfort and more convenience, evolving its promise of *Zyada* with India's growing confidence, aspirations and changing mobility needs.

TVS JUPITER: A JOURNEY OF ZYADA	
A New Chapter in Family Mobility	• Born with the philosophy of *Zyada* • Redefined expectations from the family scooter with a focus on performance, mileage, comfort and convenience.
Setting New Category Benchmarks	• More Space: Double Helmet Storage • More Convenience: Front Fuel Fill • More Style: Infinity Light Bars • More Performance and Mileage: I-Go Assist • More Safety: Metal Maxx Body and Body Balance technology • More Connectivity with TVS SmartXonnect
Winning Consumer Hearts	• Became the fastest scooter brand to reach five lakh sales within its first year. • Recognised as Scooter of the Year • Emerged as India's second-largest scooter brand.
Evolving with New India	• TVS Jupiter 125 (2021): Extended the brand's promise of Zyada to the 125cc segment, bringing greater space, comfort and convenience to family mobility. • New TVS Jupiter 110 (2024): Reimagined the family scooter for a new generation with more progressive design and enhanced, comfort,, mileage and convenience. • Became the Most Awarded Scooter of the Year within 6 months of the launch
Accelerating Adoption	• Achieved its first 50 lakh production units in nine years. • Added the next 50 lakh in just four years, reflecting the accelerating acceptance of the brand across India.

Speaking on the milestone, **Aniruddha Haldar, Senior Vice President, People Mobility, India 2W Business, TVS Motor Company** said, *"Over the last decade, the collective consciousness of India has changed. We have moved from a mindset of scarcity to one of confidence, growth and abundance, with customers increasingly aspiring for more. TVS Jupiter, with its philosophy of Zyada, has been the embodiment of this changing India and its growing aspirations. For a crore Indians, TVS Jupiter has been part of everyday journeys, bringing happiness to their lives. This achievement reflects the trust TVS Jupiter has built and the faith reposed in us by our customers. It also reflects the hard work of our employees, dealer partners and suppliers, and the strength of our engineering, manufacturing and distribution* capabilities. *I am confident that many more milestones await us as India continues to progress and reach new heights."*

As TVS Jupiter enters its next chapter, its focus remains on evolving with India's changing aspirations and making everyday mobility more rewarding. With *Zyada* at its heart, TVS Jupiter will continue to evolve with India's changing mobility needs, bringing more value to everyday journeys and remaining a trusted mobility companion for generations to come.

About TVS Motor Company

TVS Motor Company (BSE:532343 and NSE: TVSMOTOR), part of TVS VENU, 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. 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 further enquiries, please contact:

Suman Prasad | suman.prasad@tvsmotor.com

Leadership team of TVS Motor Company at the TVS Jupiter one crore cumulative production milestone celebration at the Hosur manufacturing plant

