

Date: 02nd April, 2025

To,
BSE Limited (“BSE”),
Corporate Relationship Department,
2nd Floor, New Trading Ring,
P.J. Towers, Dalal Street,
Mumbai – 400 001.

Scrip Code: 544144
ISIN: INE772T01024

To,
**National Stock Exchange of India
Limited (“NSE”),**
“Exchange Plaza”,
Plot No. C-1, Block G,
Bandra Kurla Complex, Bandra (East),
Mumbai – 400 051.

NSE Code: PVSL
ISIN: INE772T01024

Dear Sir/Madam,

Sub: Intimation under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements), Regulations 2015.

We wish to inform you that our Company, ‘Popular Vehicles and Services Limited’ has opened a state-of-the-art 3S facility (Showroom, Service, and Spare Parts) for Maruti Suzuki in Bangalore, Karnataka.

In this regard, please find enclosed the press release pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

We request you to kindly take the above information on record.

Thanking you,

Yours faithfully,

For Popular Vehicles and Services Limited

Varun T.V.
Company Secretary & Compliance Officer
Membership No: A22044
Place: Kochi

Popular Vehicles & Services Limited

Popular Vehicles expand into a new state in partnership with Maruti Suzuki

Mumbai/Kochi, April 2, 2025:

Popular Vehicles & Services Limited (NSE: PVSL, BSE: 544144), one of India's leading fully integrated automotive dealership players, is delighted to announce the opening of a state-of-the-art 3S facility (Showroom, Service, and Spare Parts) for Maruti Suzuki in Bangalore, Karnataka. This marks our entry into the Karnataka market.

Bangalore is a key market for both new and pre-owned cars, driven by its strong economy and increasing demand for passenger vehicles. Our collaboration with Maruti Suzuki further expands our footprint in Southern India beyond Kerala and Tamil Nadu, reinforcing our long-term partnership.

Strategically located in Avalahalli, Bangalore, this integrated facility brings together a showroom, workshop, and pre-owned car business under one roof. Spanning 5,000 sq. ft. for the showroom area and 10,000 sq. ft. for the service area with 20 bays, the facility represents a total investment of approximately ₹9 crores.

Commenting on this development, Mr. Naveen Philip, Promoter and MD, Popular Vehicles and Services Limited said,

"We are excited to announce our expansion into Karnataka with Maruti Suzuki, marking a significant milestone in our growth journey. While we have had a presence in Karnataka for over 15 years through our luxury brand JLR, this venture marks a new chapter in our association with Maruti Suzuki.

To begin with, we are launching a state-of-the-art 3S facility for Maruti Suzuki's Arena dealership, anticipating strong demand for first-time car ownership, starting this fiscal year. Our expansion with Maruti Suzuki into the Karnataka market marks our second state beyond Kerala, following Tamil Nadu, as part of our broader growth strategy, with many more to come.

Expanding beyond Kerala is a strategic move aligned with our long-term vision of diversifying revenue streams while strengthening our OEM partnerships. This expansion underscores our confidence in Bangalore's growth potential and our commitment to delivering high-quality automotive solutions".

About Popular Vehicles and Services Limited:

Popular Vehicles and Services Limited belongs to the diversified Kuttukaran Group, operating multi-brand automobile dealerships in Kerala, Tamil Nadu and Karnataka for past 70 years and expanded operations into Maharashtra in FY 23. It is one of the leading diversified automotive dealership company in the country with a presence across the automotive retail value chain, including the sale of new passenger, commercial and electric two/three-wheeler vehicles, services and repairs, spare parts distribution, sale of pre-owned passenger vehicles, and facilitation of the sale of third-party financial and insurance products. It operates passenger vehicle dealerships of Maruti Suzuki India Limited, Jaguar Land Rover India Limited, Honda car India, commercial vehicle dealership of Tata Motors and Bharat Benz and Ather Energy and Piaggio in electric vehicle space.

The Group launched the Company in 1984 as one among the first batch of Dealers appointed by Maruti Suzuki in India. Over the years, the operations have scaled up across four states. Their extensive network comprises 63 showrooms, 136 sales outlets and booking offices, 32 pre-owned vehicle showrooms and outlets, 146 authorized service centers, 47 retail outlets, and 24 warehouses & 7 Driving Schools. These facilities span across 14 districts in Kerala, 8 districts in Karnataka, 12 districts in Tamil Nadu, and 9 districts in Maharashtra, showcasing their robust presence across significant markets in India.

Safe Harbor

Statements in this document relating to future status, events, or circumstances, including but not limited to statements about plans and objectives, the progress and results of research and development, potential project characteristics, project potential and target dates for project related issues are forward-looking statements based on estimates and the anticipated effects of future events on current and developing circumstances. Such statements are subject to numerous risks and uncertainties and are not necessarily predictive of future results. Actual results may differ materially from those anticipated in the forward-looking statements. The company assumes no obligation to update forward-looking statements to reflect actual results changed assumptions or other factors.

For further details please contact:

Company:

Investor Relations Advisors:

**Popular Vehicles
& Services**

Popular Vehicles & Services Limited

CIN: L50102KL1983PLC003741

Mr. Varun T. V.

CS & Compliance Officer

Email id: cs@popularv.com

**SGA** Strategic Growth Advisors

Strategic Growth Advisors Pvt. Ltd.

CIN: U74140MH2010PTC204285

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