

Ref: PVSL/SEC/07/2025-26

Date: 23rd 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 wholly owned subsidiary Company, 'Kuttukaran Cars Private Limited' has received a total of four Letters of Intent (LOIs) for setting up Ather 3S facilities in Maharashtra. Two of the four planned facilities will be located in Nagpur, with the remaining two will be set up in Chandrapur and Chhatrapati Sambhaji Nagar (formerly Aurangabad), one in each city.

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

PVSL Ventures into the Western Region with Ather: Launches Four 3S facilities in Maharashtra

Mumbai/Kochi, April 23, 2025:

Popular Vehicles & Services Limited (NSE: PVSL, BSE: 544144), one of India's leading fully integrated automotive dealership player is pleased to announce that its 100% step-down subsidiary Kuttukaran Cars Pvt. Ltd., has received a total of four Letters of Intent (LOIs) for setting up Ather 3S facilities in Maharashtra. This expansion signifies our entry into a new state with Ather. Maharashtra will be the third state in this growing network.

Two of the four planned facilities will be located in Nagpur, with the remaining two will be set up in Chandrapur and Chhatrapati Sambhaji Nagar (formerly Aurangabad), one in each city. Each facility will feature an Experience centre, a Service centre and a Warehouse. Operations are expected to commence in the second quarter.

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

"Building on the success of its operations in Kerala and Tamil Nadu with PVSL, Ather has further deepened our partnership through this expansion into Maharashtra with 4 LOIs. While we already have a presence in the state through Bharat Benz and, more recently, with JLR, this new chapter in our collaboration with Ather further strengthens our footprint and product offering in Maharashtra and reinforces our commitment to the 2-Wheeler EV segment.

This strategic expansion not only extends Ather's reach but also supports our wider goal of broadening our revenue base and strengthening our presence in emerging markets. By focusing on superior service and an enhanced customer experience, we are dedicated to fostering long-term, sustainable growth and creating meaningful value in this fast-growing market."

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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