

Ref: PVSL/SEC/59/2025-26

Date: 29th August, 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 received in-principal approval from Maruti Suzuki India Limited (MSIL) to acquire an existing authorized dealership in the state of Telangana.

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

The Company forays into the state of Telangana in partnership with its long-standing OEM partner, Maruti Suzuki India Limited

Mumbai/Kochi, August 29, 2025:

Popular Vehicles & Services Limited (NSE: PVSL, BSE: 544144), one of India's leading fully integrated automotive dealership players, has received in-principal approval from Maruti Suzuki India Limited (MSIL) to acquire an existing authorised dealership in the state of Telangana. This marks a new milestone with our trusted partner, MSIL, further strengthening our bonds and expanding our horizons.

In Telangana, the existing dealership operates through a network of 19 locations, comprising 5 owned and 14 leased/licensed premises, covering sales outlets, service centers, True Value outlets, driving schools, and back-end operations. The network includes 27 authorized touchpoints across Arena, Nexa, True Value, Service, Bodyshop, Commercial, Driving Schools, and Stockyards. This extensive presence positions us strongly to capture a significant share of this rapidly growing market.

The acquisition will cover the transfer of all operational assets (excluding the land and building owned by the vendor), including leasehold buildings and improvements, electrical fittings, office equipment, plant and machinery, tools and equipment, furniture and fixtures, computers, and virtual/digital assets. On the manpower front, PVSL will selectively onboard employees based on operational requirements and organizational fit.

To ensure continuity and customer familiarity, the existing dealer has also agreed to grant a limited, non-exclusive, royalty-free license for co-branding, which we may use for up to 36 months post transfer.

The purchase of inventory will be separately valued and taken over as per predefined terms. PVSL is currently carrying out physical verification and ratification, following which the final consideration will be determined.

With this strategic expansion, PVSL extends its geographic presence with its key OEM partner, further strengthening its non-Kerala portfolio. Building on its strong presence in Karnataka and Tamil Nadu, this move also reinforces PVSL's long-standing partnership with the Maruti Suzuki brand.

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

“We are delighted to mark our entry into Telangana in collaboration with our long-standing partner, Maruti Suzuki India Limited. We are honoured to represent the MSIL brand at such an iconic location in Telangana. This acquisition is a significant milestone in our growth journey, enabling us to expand into a strategically important market in line with our long-term vision of establishing a pan-India presence and diversifying beyond Kerala. Telangana, being one of the fastest-growing automotive hubs, offers immense potential, and we believe this step will strengthen our customer reach, enhance service revenues, and reinforce our position as a leading integrated automotive dealership player.

As we expand our passenger vehicle business into newer geographies, we remain committed to investing in capability-building, technology-led service excellence, and customer-centric solutions that drive sustainable growth.”

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 64 showrooms, 137 sales outlets and booking offices, 32 pre-owned vehicle showrooms and outlets, 154 authorized service centers, 48 retail outlets, and 24 warehouses. These facilities span across 14 districts in Kerala, 8 districts in Karnataka, 12 districts in Tamil Nadu, and 12 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 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

Ms. Neha Shroff / Mr. Vineet Shah

Email id: neha.shroff@sgapl.net / vineet.shah@sgapl.net

Tel No: +91 77380 73466 / +91 97688 39349