

Ref: PVSL/SEC/123/2025-26

Date: 03rd February, 2026

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 Popular Auto Dealers Private Limited, the company's wholly owned subsidiary, has entered into an agreement to be the authorized distributor for Balkrishna Industries Limited (BKT) in the states of Kerala and 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

Mumbai/Kochi, February 3, 2026:

Popular Vehicles & Services Limited (NSE: PVSL, BSE: 544144), one of India's leading fully integrated automotive dealership player, is pleased to announce that Popular Auto Dealers Private Limited, the company's wholly owned subsidiary, has entered into an agreement to be the authorized distributor for Balkrishna Industries Limited (BKT) in the states of Kerala and Karnataka. The distributorship covers BKT's 2-wheeler and PCR segment, which forms part of their new & upcoming product verticals.

This marks the commencement of a new relationship with BKT, a globally renowned tyre manufacturer. Under this association, the company will be the exclusive distributor of BKT's 2-wheeler and PCR segment across the state of Kerala & select regions of Karnataka, including Bangalore, Hassan, Mysore, Bangalore Rural, Kodagu, Ramanagara, Chamarajanagar, Kolar, Tumkur, Chikkaballapura and Mandya.

Popular Auto Dealers Private Limited already has a strong presence in Kerala and Karnataka through its spare parts distribution business, catering to products of major OEMs such as Maruti Suzuki, Tata Motors and Ashok Leyland. The addition of BKT's 2-wheeler and PCR segment portfolio will be an important and valuable extension to its existing operations.

This development represents an important milestone in the company's growth strategy, as it enables entry into a new product vertical and creates an additional, diversified revenue stream. The partnership leverages PVSL's strong regional presence, established distribution network and execution capabilities, positioning the company to capitalize on opportunities in the non-OHT tyre segment and support sustainable long-term growth.

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

"We are pleased to announce our association with Balkrishna Industries Limited (BKT), a globally renowned tyre manufacturer, as an authorized distributor in the 2-wheeler and PCR segment. This partnership represents a meaningful step in our strategy to diversify our business and build new growth avenues beyond our automotive dealership operations."

This partnership builds on our strong presence in Kerala and Karnataka, as well as our deep understanding of local market dynamics. By leveraging our established distribution network,

operational capabilities, and execution strength, we believe we are well positioned to scale this new vertical efficiently.

The 2-wheeler and PCR segment offers attractive long-term potential, and BKT's strong brand equity further enhances the opportunity. This partnership reinforces our commitment to disciplined expansion, revenue diversification, and sustainable value creation for all stakeholders."

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 FY23, Punjab & Telangana in FY26. 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, commercial vehicle dealership of Tata Motors and Bharat Benz and Ather Energy 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 six states. Their extensive network comprises 56 showrooms, 139 sales outlets and booking offices, 33 pre-owned vehicle showrooms and outlets, 159 authorized service centers, 50 retail outlets, and 25 warehouses, 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**

SGA Strategic Growth Advisors

Popular Vehicles & Services Limited

CIN: L50102KL1983PLC003741

Mr. Varun T. V.

CS & Compliance Officer

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Strategic Growth Advisors Pvt. Ltd.

CIN: U74140MH2010PTC204285

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