

Ref: PVSL/SEC/28/2025-26

Date: 17th June, 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 subsidiary Company, ‘Prabal Motors Private Limited’ has received a Letter of Intent (LOI) to establish eight state-of-the-art 3S facilities (Sales, Service and Spare Parts) for BharatBenz in the state of Punjab.

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 BharatBenz

Mumbai/Kochi, June 17, 2025:

Popular Vehicles & Services Limited (NSE: PVSL, BSE: 544144), one of India's leading fully integrated automotive dealership players, is pleased to announce that its 100% step down subsidiary, Prabal Motors Pvt. Ltd., has received a Letter of Intent (LOI) to establish eight state-of-the-art 3S facilities (Sales, Service and Spare Parts) for BharatBenz in the state of Punjab.

This development marks our entry into the Punjab market, where we will operate as the exclusive BharatBenz dealer across the entire state. It represents a significant step in expanding our footprint in Northern India, building on our strong foothold in Maharashtra and Tamil Nadu, & further strengthening our partnership with the BharatBenz brand.

Strategically spread across eight locations, these integrated facilities house a showroom, bodyshop, spare parts distribution & pre-owned car operations under one roof. With a total of 32 service bays, the facilities represent a cumulative investment of approximately ₹13 crores.

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

"We are delighted to announce our entry into the northern market in the state of Punjab through our partnership with Bharat Benz, marking another significant milestone in our growth journey. This expansion extends our presence beyond the western and southern regions, establishing footprint for our commercial vehicle segment across India.

To begin with, we will be setting up 8 integrated 3S facilities for Bharat Benz across the state. With this development, Punjab becomes the third key state in our BharatBenz dealership network, following Tamil Nadu and Maharashtra. This move is a part of our broader strategy to diversify beyond Kerala & grow our presence in new geographies.

We are confident that Punjab—with its vibrant economy and growing demand for commercial transportation—offers strong potential, and we remain committed to delivering best-in-class mobility solutions while deepening our relationship with Daimler India Commercial Vehicles."

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**

SGA Strategic Growth Advisors

Popular Vehicles & Services Limited

Strategic Growth Advisors Pvt. Ltd.

CIN: L50102KL1983PLC003741

CIN: U74140MH2010PTC204285

Mr. Varun T. V.

Ms. Neha Shroff / Mr. Vineet Shah

CS & Compliance Officer

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