

Company Profile



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1.1 Company outline

1.1.1 Introduction to TVS group -A diversified conglomerate

The TVS group, right from its inception, believed in its destiny of growth, success, and longevity. The method and integrity of conducting business is what sets TVS apart from the rest.

The company traces its origins back to 1911 when Shri. T V Sundaram Iyengar, driven by ambitious aspirations, decided against the conventional path of managing smaller enterprises such as bus fleet operations or vehicle servicing. Instead, he envisioned establishing a business that would foster a community of individuals dedicated to uncompromising quality and standards. Through determination and effort, he transformed his vision into reality.



Figure 1 - Founder Shri. Sundaram Iyengar

Our Founder Shri TV Sundaram Iyengar had a great vision and values right from the beginning. He believed in the vision to provide trust, value and service to his customers which was demonstrated for its punctuality, Zero breakdowns, Comfort, and safety of customers.

TVS Group, with a legacy of 100+ years (Figure 2), started as a bus service in 1911, In 1961, we entered auto component manufacturing and later ventured into two-wheeler manufacturing by 1979. Our journey includes a successful partnership with BMW in 2013. We re-entered EV Space during 2020 that strengthened our product portfolio.



Figure 2 - Milestones of TVS Motors

The success of the TVS group is rooted in their founder's personal belief system - a commitment to the values of trust and customer service. Although the company is named after the founder, the letters TVS have always stood for Trust, Value, and Service within the company.

1.1.2 Introduction to TVS Motor Company (TVSM)

TVS Motors is the flagship company in the TVS Group. TVS Motors commands a strong presence in manufacturing 2W, 3W and EV across the globe.

We are the 4th largest 2W manufacturer across the globe with 5.5 million capacity.

Our current leadership team (Figure 3) carried the vision and values from the founder to greater heights and committed to steer the way towards a sustainable and connected mobility future.



Mr. Venu Srinivasan,
Chairman Emeritus,
TVS Motor Company



Prof. Sir Ralf Dieter Speth,
Chairman,
TVS Motor Company



Mr. Sudarshan Venu,
Managing Director,
TVS Motor Company



Mr. K N Radhakrishnan,
Director and CEO,
TVS Motor Company

Figure 3 - Leadership team – TVSM.

1.1.3 Manufacturing Location

In India, our primary operations are based in three pivotal hubs. Our headquarters, which accommodates critical functions like design, development, and marketing, is situated in Hosur. Furthermore, we operate manufacturing plants in Karnataka and Himachal Pradesh. Internationally, we have established a facility in Indonesia specifically to meet the demand in the ASEAN region.

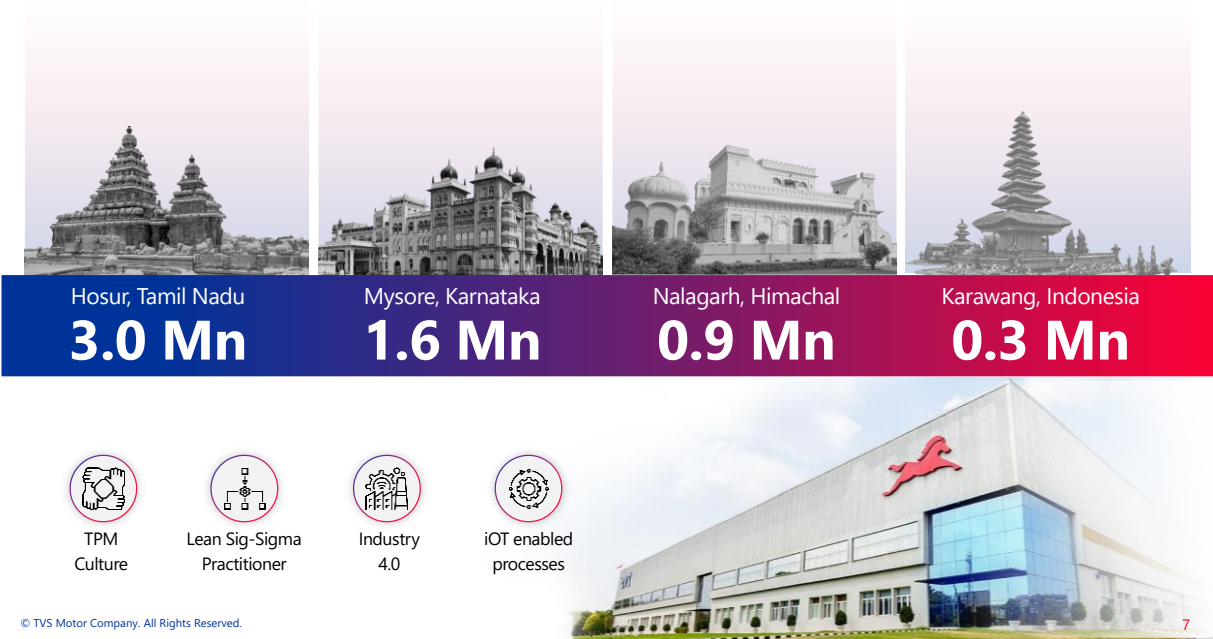


Figure 4 - State of art manufacturing locations.

1.1.4 Global presence

TVS Motor Company boasts a significant global presence, with its products reaching over 70 countries across various continents. With a commitment to quality and innovation, TVS has established itself as a reputable brand in international markets. The company's presence extends to regions such as Asia, Africa, and Latin America, where it has garnered a strong customer base and continues to expand its footprint. Through strategic partnerships and a focus on understanding local preferences, TVS Motor Company has successfully positioned itself as a key player in the global two-wheeler industry.



Figure 6 – Vision and Mission.

1.1.6 Core Values

We have redefined our core values aligning to our redefined vision and mission. Our core values are Trust, Customer Obsession, Value maximization, Speed & Agility, Exactness, and disruptive mindset. These principles guide us in our pursuit of excellence.



Figure 7 – Core values – TVSM.

- ❑ **Trust:** Demonstrate transparency & fairness in all dealings Honor all commitments.
- ❑ **Customer Obsession:** Possess a strong mindset to delight customers beyond one’s stated call of duty proactively understand & address customer needs with deep insight & customer intimacy.
- ❑ **Value Maximization:** Continuously finding ways to deliver/ create highest value sustainably for customers, company, and other stakeholders every time, and in everything we do.
- ❑ **Speed & Agility:** Be willing to move fast, with freedom and Every action should be taken with speed and rigor, without any bureaucracy.

- ❑ **Exactness:** Clarity and Sharpness in thinking, action and communication – driven by relentless reflection to identify root causes, vigorous execution of solutions, and expressed in simple and clear manner.
- ❑ **Disruptive mindset:** Think unconstrained. Always challenge the status-quo, Create and grasp opportunities with boldness and determination.

1.1.7 Products for every one

We are constantly influencing the two-wheeler industry by prioritizing customer needs and integrating technology across all segments. Our product range encompasses a wide variety, including options for taxis, commuters, premium and super-premium bikes, scooters, bebek, electric vehicles (EVs), and three-wheelers, among others.

Each product is designed to enhance customer convenience and add value to their lives with distinctive features. With our extensive lineup, customers benefit from the convenience of finding all their requirements fulfilled in a single destination.



Figure 8 – Wide range of products.

1.1.8 TVSM – No 1 Choice of customers.

Customer centric products with deep customer insights and best in class quality of products, TVSM products are the No 1 choice of customers and won JD Power No 1 continuous 5th time in a row.



Figure 9 – Leading in customer satisfaction.

1.1.9 Unleashing the racing DNA

We are unleashing the racing DNA for more than 4 decades and dominating the racing circuit. We are the only company to have an in-house owned racing team. TVS Racing team has a 103 championship across formats. Further insights into the competitive edge and the racing formats in which TVS Racing excels are provided in Figure 10.

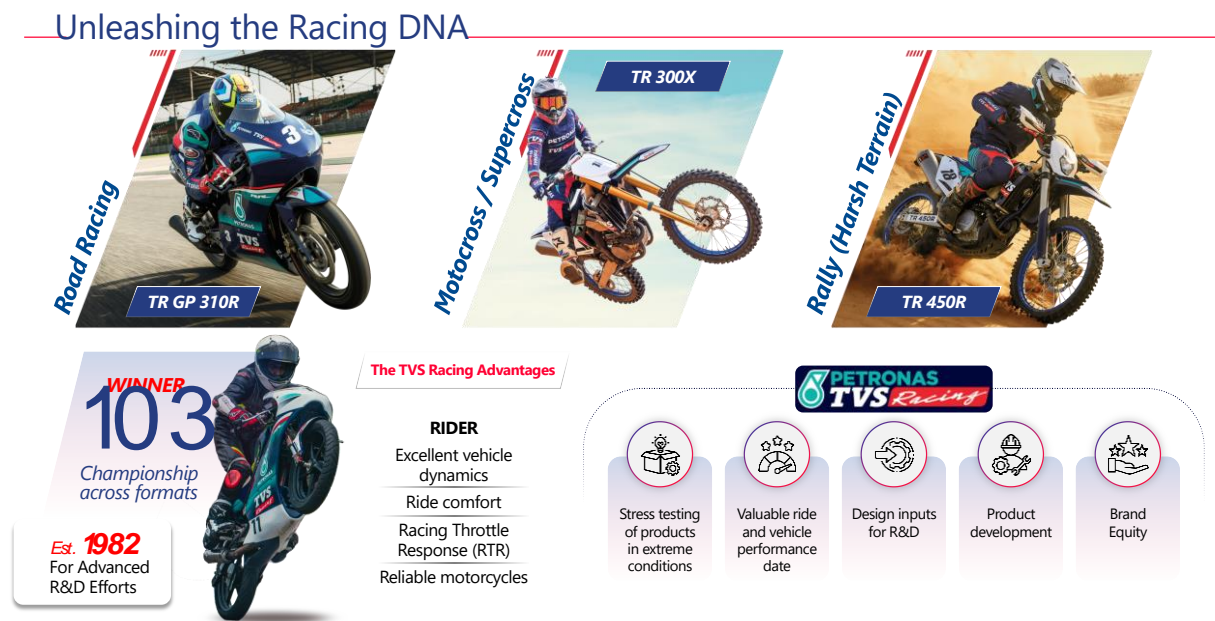


Figure 10 – Unleashing the racing DNA.

1.1.10 BMW’s Global partner

Since 2013, TVS Motor Company and BMW have been engaged in a collaborative effort aimed at advancing the development and manufacturing of motorcycles within the sub-500cc segment. What began as a strategic partnership has evolved into a robust alliance, spanning over a decade, wherein both entities synergize their respective strengths. This enduring collaboration not only underscores the mutual trust and confidence between the two

companies but also signifies a deepening bond that continues to strengthen with each passing day. As depicted in Figure 11, the ongoing partnership with BMW has now surpassed the milestone of 10 years, marking a significant achievement in the journey of joint innovation and progress between TVS Motor Company and BMW.



Figure 11 – BMW’s global partner of choice.

1.1.11 TVS Motor and its partnerships

TVS Motor has strategically collaborated with and acquired numerous enterprises such as Norton, Ego Movement, EBCO, SEMG, Rapido, Ultraviolet, Drive X, and Ion Mobility Solutions. These endeavours demonstrate our dedication to broadening our range of products and solidifying a robust international footprint within the continuously evolving mobility solutions sectors.

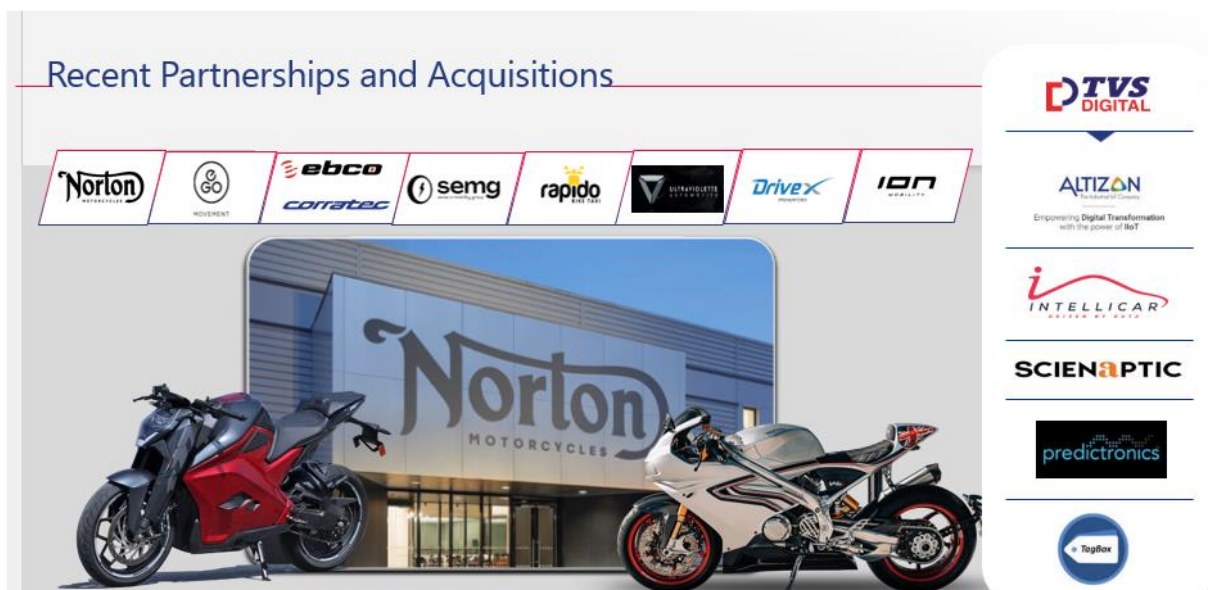


Figure 12 – TVSM Recent acquisition and partnership.

1.1.12 The journey of excellence

Throughout our journey of striving for excellence, we have garnered a multitude of prestigious awards, underscoring our unwavering commitment to quality, innovation, sustainability, and overall excellence across all aspects of our operations. Some notable accolades include the TPM Special Award, Deming Quality Award, 2W Manufacturer of the Year, Green Energy Award, Global Awards for Retail Excellence, and Sustainability Award.



Figure 13 – Awards and accolades.

1.1.13 Srinivasan service trust

We extend our impact beyond business through the Srinivasan Services Trust, the social initiative of TVS Motor Company. Collaborating with communities and governmental bodies, we empower India's rural underprivileged population through initiatives focused on awareness, skill-building, and training programs. Our efforts aim to foster sustainable solutions across various domains including economic development, infrastructure, healthcare, and education. The guiding principle of SST is centred on being catalysts for change rather than mere donors.

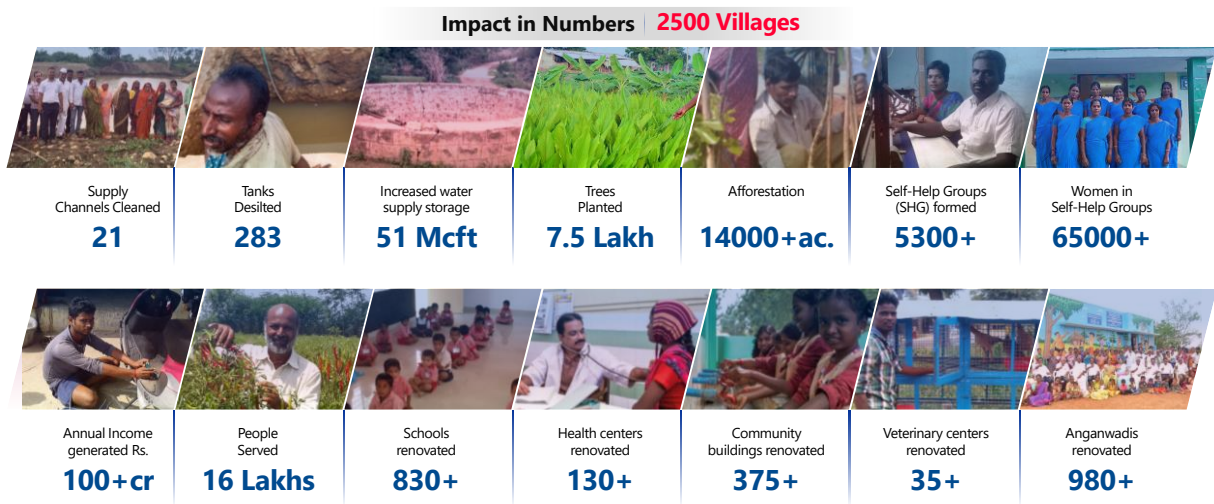


Figure 14 – Beyond business “Srinivasan service trust”.

1.1.14 Diversity and Inclusion

At TVS Motor, we place a high value on gender equality, understanding its critical importance in creating a fair and inclusive workplace. We are dedicated to offering equal opportunities to all employees, regardless of gender, and strive to cultivate a diverse environment where everyone feels empowered to contribute their best.

Our commitment to gender equality is not only a fundamental aspect of our values but also aligns with our new vision as we progress forward. We believe that by fostering diversity and inclusivity, we can harness the full potential of our workforce and drive innovation and growth.



Figure 15 – Diversity and Inclusion

1.1.15 Sustainability journey

At TVS Motor, sustainability is deeply ingrained in our business ethos. We are committed to conducting our operations in a responsible manner, with a focus on minimizing our environmental impact and creating a positive influence on the communities where we operate. Our sustainability efforts are comprehensive and encompass various aspects of our operations, including energy efficiency, waste management, and community engagement. We actively seek to reduce our carbon footprint through initiatives such as energy-efficient manufacturing processes, waste reduction, and recycling programs.



Figure 16 – Sustainability journey.

As evidence to sustainability, we've established a man-made forest—an iconic demonstration that showcases the harmonious coexistence of nature and industry. This initiative underscores our commitment to environmental responsibility.

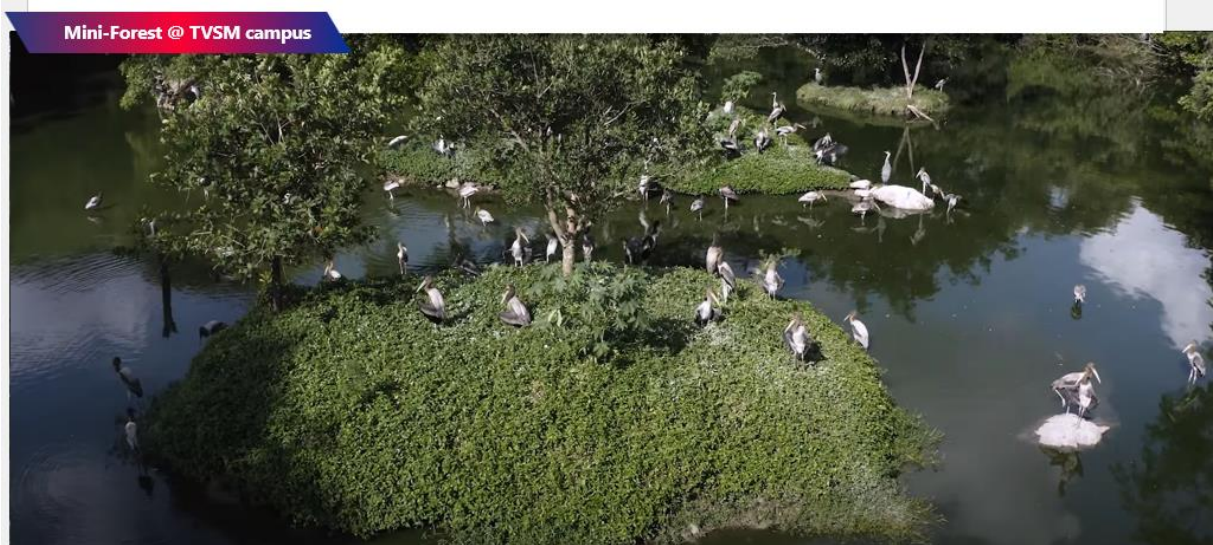


Figure 17 - Man made forest inside TVSM campus.