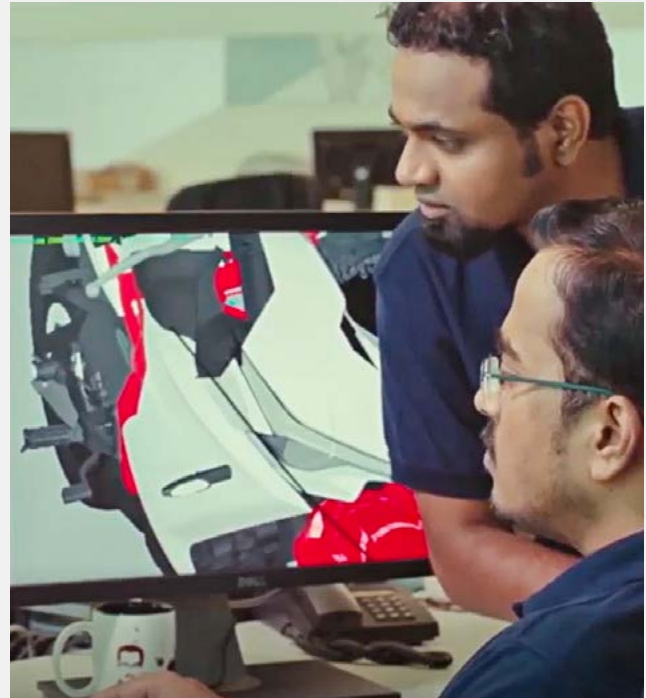


Unleashing potential through relentless innovation



Since its inception, TVSM has consistently pursued excellence in in-house research and development. To realise its vision of shaping the future of mobility, it has further intensified its R&D investments in chosen strategic areas. The Company remains one of the most prolific generators of patented products in India and globally.



With a strategic focus on building a world-class skill set in technology research, product design, and development, TVSM has formed an exclusive team of specialised engineers for in-house software development. As mobility solutions become smarter, more connected, and increasingly reliant on software, electronics, and

control, the Company is focusing on investing in embedded systems and improving its digital capabilities. The Company's R&D has adopted an agile, vigorous trans-disciplinary approach towards creating mobility solutions that are exciting, responsible, safe, and sustainable.

▼ **Driving Deeper Global Market Penetration with State-of-the-art EV Technology**

Nearly 12 years ago, the Company embarked on a strategic journey into electric mobility, laying the groundwork for what would become a pivotal aspect of its strategy. It established centres of excellence dedicated to advancing electric powertrain technology and developing key EV components like batteries, motors, and controllers while refining design, supply chain, and industrialisation processes.

In 2020, TVSM launched its first electric product, the TVS iQube and has since expanded its offerings across a diverse range, empowering its customers with choice across design and price variants.

With the launch of TVS X, one of the world's most advanced, electric two-wheeler, proudly made in India, TVSM is expected to make a major impact on the global EV market with this premium offering. This stylish, efficient, and innovative vehicle has an impressive range

as well as a powerful motor backed by cutting-edge battery technology. The top-notch R&D team has also built a highly advanced, all-new technology solution for infotainment and control architecture, which delivers an unparalleled product experience with high security and cutting-edge OTA capability. Given the rapid adoption of E-mobility around the world, the TVS X is set to capture global imagination.

TVSM acknowledges the pivotal role of government policies and OEM initiatives in shaping market dynamics. The Company's proactive stance in aligning product offerings with policy changes emphasises our commitment to staying ahead of the curve. As it navigates the evolving electric mobility landscape, TVSM focuses on enabling new market segments and gradually expanding its global footprint.

2,000+

Engineers working on advanced technologies

650

EV-related patents



We constantly look at the white spaces in both the ICE and EV segments. Customers are technology-agnostic and will choose products based on their usage, convenience, and comfort. With a well-planned product line-up and improvements in supply chain and infrastructure, we are confident that we will continue to be a formidable player in the EV segment. We are investing in many technologies which will be incorporated into both EV and ICE models. Our focus is on delighting customers across the portfolio through best-in-class infotainment, digital connectivity, and new technologies with attractive features”.

K N Radhakrishnan

Director & CEO



→
Bharat Mobility, February 2024



RELISH VIDEOS ON AN
IMMERSIVE
**10.2" PANORAMIC
DASHBOARD**

→
TVS X's connected cluster

LEVERAGING DIGITALISATION AND AI

The Company has been digitalising operations across various domains, such as customer experience, service management, manufacturing, supply chain, new product introduction (NPI), and enterprise functions. Under the TVS Xverse programme in FY 2023-24, the Company significantly enhanced customer-facing digital and AI capabilities, strengthening its global web presence to boost organic traffic and lead generation. AI technologies are being used in retail and service operations.

Read more on digitalisation and AI technologies being used in page 79.