

# Building up our momentum







All stunts on our products are performed by trained professionals under controlled conditions



A progressive vision to lead the transformation towards sustainable mobility and impact the lives of its customers drives TVSM's choice of strategic priorities. Its growth as a global brand is underpinned by its emphasis on excellence, enhanced customer experience, brand premiumisation and technology integration.

TVSM strives to move forward rapidly in the EV business through innovation. It is India's sole OEM with complete in-house EV and connected capabilities, including battery manufacturing, management systems, vehicle control units, and infotainment. TVSM plans to invest in future technologies and products, focusing on shaping mobility's future, shared mobility, and international expansion.

Strategic Objectives	What TVSM Intends to do?	Priorities Going Forward
 <p><b>Enhancing Premiumisation across the Portfolio</b></p>	<p>Build an aspirational global brand through exciting riding experiences</p>	<ul style="list-style-type: none"> <li>• Create a premium brand experience and global community of riding enthusiasts</li> <li>• Build new desirable solutions</li> </ul>
 <p><b>Attaining Leadership in the EV Business</b></p>	<p>Deliver cutting-edge electric mobility solutions across the world</p>	<ul style="list-style-type: none"> <li>• Develop innovative product formats</li> <li>• Lower TCO by battery and propulsion system R&amp;D</li> </ul>
 <p><b>Scaling up of Commercial Mobility Business</b></p>	<p>Establish TVS as a global, leading, and trusted commercial mobility brand</p>	<ul style="list-style-type: none"> <li>• Build products and solutions for new and diverse use cases</li> <li>• Invest and build sustainable solutions for commercial mobility</li> <li>• Provide services and solutions for fleet owners</li> </ul>
 <p><b>Embracing Sustainability across the Value chain</b></p>	<ul style="list-style-type: none"> <li>• Ensuring environmental development</li> <li>• Creating prosperous communities</li> <li>• Building sustainable livelihoods</li> </ul>	<ul style="list-style-type: none"> <li>• Prevent pollution due to emission, effluents, waste and contribute to conserve resources</li> <li>• Contribute to combatting climate change by improving energy efficiency and renewable energy</li> <li>• Protect natural habitats</li> <li>• Provide safe work environment</li> <li>• Provide education, training and counselling to employees</li> <li>• Support suppliers, dealers and contractors in adopting sound EHS practices</li> <li>• Empower rural power through awareness, skills and training programmes</li> </ul>