

ECOFY AND TVS MOTOR COMPANY COLLABORATE TO TRANSFORM THE LANDSCAPE OF EV THREE-WHEELER FINANCING IN INDIA

~This Partnership will boost the EV 3W sector's growth trajectory~

Mumbai, 09 October 2024: Ecofy, India's pioneering green-only NBFC backed by Eversource Capital and dedicated to bridging the climate finance gap in the Indian retail sector, has announced a partnership with TVS Motor Company, a leading global automaker that operates in the two and three-wheeler segments. In the rapidly growing electric 3W sector, this strategic collaboration aims to boost electric three-wheeler adoption and promote sustainable mobility nationwide.

Commenting on this alliance, **Rajashree Nambiar, Co-Founder, MD & CEO of Ecofy**, said, "This partnership with TVS Motor Company aligns perfectly with our commitment to a clean energy future and will enable us to offer comprehensive financing solutions for both passenger and cargo electric three-wheelers. By leveraging TVS Motor's extensive industry experience, robust distribution network, and established brand reputation, Ecofy is poised to make a substantial impact in the EV financing space. We anticipate substantial growth in fiscal year 2025, marking a significant milestone in our expansion journey as we scale our financing operations."

Rajat Gupta, Business Head of Commercial Mobility, TVS Motor Company, added, "Collaborating with Ecofy allows us to combine our manufacturing expertise with their innovative financial services. Together, we aim to drive growth, foster innovation, and deliver unparalleled value to our customers in the electric three-wheeler segment. This is also in keeping with our commitment to provide sustainable mobility solutions."

Ecofy and TVS Motor Company are launching customized financing schemes to make TVS electric vehicles more accessible and affordable. These tailored offerings aim to drive EV adoption and redefine the future of EV financing in India.

About Ecofy

Promoted by Eversource Capital, Ecofy's vision is to be a catalyst in accelerating the transition towards a net zero-carbon world. It partners with individuals and small businesses who want to reduce their carbon footprint and restore balance to the planet. Ecofy offers loans for Electric Vehicles (Two & Three-wheelers), rooftop solar, and small-medium enterprises providing E2E digital experience.

To know more, visit the official Ecofy website: <https://www.ecofy.co.in/>

LinkedIn: <https://www.linkedin.com/company/ecofyfinance/>

About TVS Motor Company

TVS Motor Company (BSE:532343 and NSE: TVSMOTOR) is a reputed two and three-wheeler manufacturer globally, championing progress through sustainable mobility with four state-of-the-art manufacturing facilities located in India and Indonesia. Rooted in our 100-year legacy of trust, value, and passion for customers, it takes pride in making internationally accepted products of the highest quality through innovative and sustainable processes. TVS Motor is the only two-wheeler company to have won the prestigious Deming Prize. Our products lead in their respective categories in the J.D. Power IQS and APEAL surveys. We have been ranked No. 1 Company in /the J.D. Power Customer Service Satisfaction

Survey for four consecutive years. Our group company Norton Motorcycles, based in the United Kingdom, is one of the most emotive motorcycle brands in the world. Our subsidiaries in the personal e-mobility space, Swiss E-Mobility Group (SEMG) and EGO Movement have a leading position in the e-bike market in Switzerland. TVS Motor Company endeavours to deliver the most superior customer experience across 80 countries in which we operate.

For more information, please visit the official website www.tvsmotor.com

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