

**Ref: PVSL/SEC/105/2025-26**

Date: 24<sup>th</sup> December, 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 ‘Imperion Cars Private Limited’ (a 100% subsidiary of our wholly-owned subsidiary - Popular Mega Motors (India) Private Limited) has received three Letter of Intent (LOIs) from AUDI India for retail operations across Telangana and Andhra Pradesh.

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 expands luxury portfolio with AUDI; strengthens presence in Telangana and enters into a new state of Andhra Pradesh**

**Mumbai/Kochi, December 24, 2025:**

**Popular Vehicles & Services Limited (NSE: PVSL, BSE: 544144)**, one of India's leading fully integrated automotive dealership player, is pleased to announce that Imperion Cars Private Limited (a 100% subsidiary of our wholly-owned subsidiary - Popular Mega Motors (India) Private Limited) has received three Letter of Intent (LOIs) from AUDI India for retail operations across Telangana and Andhra Pradesh.

The LOIs enables the company to take over the business of existing AUDI dealer in these states. This marks the commencement of a new dealer relationship with AUDI, the premium luxury automobile brand. Under this association, PVSL will represent AUDI through its facilities in Hyderabad (Telangana), Visakhapatnam and Vijayawada (Andhra Pradesh), providing access to AUDI's range of luxury vehicles along with comprehensive sales and after-sales services in line with the brand's global standards.

This development represents an important milestone in the company's growth strategy and a strategic expansion of its luxury portfolio, building on its existing presence through Jaguar Land Rover.

The Company will establish a total of 5 AUDI touchpoints, comprising a showroom and service centre in Hyderabad, a showroom and service centre in Visakhapatnam, and a service centre in Vijayawada.

The Hyderabad facility further reinforces the company's recent expansion in the state of Telangana, while the establishments in Visakhapatnam and Vijayawada mark the company's entry into the state of Andhra Pradesh. The company will have an exclusive AUDI presence in both Visakhapatnam and Vijayawada, strengthening its position in these key, high-growth markets.

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

*“We are pleased to announce the commencement of our relationship with AUDI India, further expanding our luxury segment portfolio. This partnership represents an important milestone in our journey as we continue to strengthen our presence in high-growth markets.*

*The addition of AUDI aligns well with our strategy of diversifying beyond our traditional geographies, while also strengthening our position in existing markets. While Hyderabad builds on our recent expansion in Telangana, our entry into Andhra Pradesh through Visakhapatnam and Vijayawada enables us to establish a strong footprint in a new state.*

*We believe the luxury car market in these regions offers significant long-term potential, and we remain committed to delivering a high-end ownership experience backed by robust service infrastructure and strong execution capabilities.”*

**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 FY23, Punjab & Telangana in FY26. 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, commercial vehicle dealership of Tata Motors and Bharat Benz and Ather Energy 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 six states. Their extensive network comprises 56 showrooms, 139 sales outlets and booking offices, 33 pre-owned vehicle showrooms and outlets, 159 authorized service centers, 50 retail outlets, and 25 warehouses, 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 Limited**

CIN: L50102KL1983PLC003741

**Mr. Varun T. V.**

CS & Compliance Officer

Email id: [cs@popularv.com](mailto:cs@popularv.com)

**SGA** Strategic Growth Advisors

**Strategic Growth Advisors Pvt. Ltd.**

CIN: U74140MH2010PTC204285

**Ms. Neha Shroff / Mr. Vineet Shah**

Email id: [neha.shroff@sgapl.net](mailto:neha.shroff@sgapl.net) / [vineet.shah@sgapl.net](mailto:vineet.shah@sgapl.net)

Tel No: +91 77380 73466 / +91 97688 39349