

# Mitsubishi to ride on TVS for India vehicle sales foray

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**MITSUBISHI CORPORATION**, a diversified Japanese conglomerate, will pick up a 32% stake in TVS Vehicle Mobility Solution (TVS VSM) for ₹300 crore to foray into India's vehicle sales business.

TVS Mobility (demerged from TV Sundram Iyengar & Sons) is in the process of hiving off its vehicle dealership vertical to the new company — TVS VSM.

This is the second investment by Mitsubishi into the Indian group after it picked up 24% in TVS Automobile Solutions, the country's largest independent after sales service providers, in 2019.

TVS VSM has a network of 152 dealerships of automotive brands, including Ashok Leyland, Honda, Mahindra, Renault, Escorts and of construction equipment and lift manufacturing brands like Palfinger and JLG.

These dealerships are mainly in the south — Tamil Nadu, Kerala and Karnataka. It also has two dealerships in Sri Lanka and one in Bangladesh.

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## DEAL BOOK

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tion to vehicle ownership in passenger cars, commercial vehicles and material handling equipment. The business model will have the potential to achieve \$2-billion rev-

enue in the next 3-5 years," said a statement from TVS Mobility.

This investment is intended to propel Mitsubishi's aim to develop comprehensive mobility solutions spanning not only after-sales services and multi-brand sales, but also leasing and other automotive operations by utilising the extensive TVS VMS' customer base and digital technology, said Mitsubishi in a statement.

R Dinesh, director, TVS Mobility, said, "After providing integrated and digital platforms for the independent aftermarket, the vehicle mobility business will provide innovative and digitally-enabled solutions to customers."

These will be enterprises, corporate or fleet owners, thereby expanding its partnership with vehicle manufacturers to provide integrated solutions across vehicle sales, operating of vehicles and 'vehicle-as-a-service' (micromobility) solutions.

"We can now look to scale up our business in India. Mitsubishi has relationships with global brands and original equipment manufacturers with whom we would be looking at partnering," Dinesh added.