

# TVS Motor Company announces re-entry into South African market

**Our Bureau**  
Chennai

TVS Motor Company (TVSM) has announced its re-entry into the South African market. It has entered into a partnership with The Nexus Collective, a specialised distributorship backed by the Bidvest Group Ltd, South Africa's largest



automotive distributor.

With this launch, TVSM becomes the only two-wheeler brand in South Africa to operate across multiple product forms and segments simultaneously, according to a release.

## **INTERNATIONAL BIZ**

The expansion is a cornerstone of TVSM's international growth strategy.

As of 2025, international

business accounts for 25 per cent of the company's total sales, with Africa representing over half of global operational revenue and nearly 70 per cent of export unit volumes.

South Africa is a strategically important market for TVSM, said Peyman Kargar, President - International Business.

"Our focus will be on building a scalable distribution footprint and creating sustainable long-term value in South Africa's evolving mobility ecosystem," he said.

TVSM is also introducing seven proven products tailored for diverse applications, including daily commuting, leisure, delivery utility and shared mobility, the release said.