

July 14, 2022

The Officer-In-Charge (Listing) Listing Department National Stock Exchange of India Ltd., Exchange Plaza, Bandra Kurla Complex, Bandra (East), Mumbai - 400 051 Symbol: MINDACORP	Head - Listing Operations, BSE Limited, P.J. Towers, Dalal Street, Fort, Mumbai – 400 001 Scrip Code: 538962
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Sub: Press Release for launch of Protective Head Gear (Helmets)

Dear Sir/Madam,

We are pleased to inform that the Minda Corporation Limited launched 17 helmet models with 145 variants in the Indian retail market and launch of 1500 fiber parts (Plastic-molded, painted components for two-wheelers) to meet the growing demand of 2W riders across the country.

A copy of the press release to this effect is attached herewith for your information and records.

Thanking you

For Minda Corporation Limited



Pardeep Mann
Company Secretary
Membership No. A13371

MINDA CORPORATION LIMITED (GROUP CORPORATE OFFICE)

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Spark Minda Forays into Consumer Space with the launch of Protective Head Gear (Helmets)

Launches two-wheeler Fiber Parts with 1500+ variants

Delhi/ NCR, July 14, 2022: Minda Corporation Limited (referred to as “Minda Corp” or the “Company”; NSE: MINDACORP, BSE: 538962), is the flagship company of the Spark Minda Group, launched 17 helmet models with 145 variants in the Indian retail market. The launch marks Spark Minda’s foray into the B2C space at a time when India is emerging as the largest and fastest growing helmet market globally.

During the next few years, the company plans to add 200+ distributors and open exclusive Spark Minda branded outlets across the country, making the distribution network more robust. The Protective Head Gear will be available across three customer segments- Economy (**Knight series**), Mid (**Garrison series**) and the Premium (**Armored series**) category.

Spark Minda also announced the launch of 1500 fiber parts (Plastic-molded, painted components for two-wheelers) to meet the growing demand of 2W riders across the country. This number is targeted to increase to 2400 in the next two years, representing the largest range of fiber parts available in the country.

Mr. Ashok Minda, Chairman and Group Chief Executive Officer, Minda Corporation Ltd. said:

“The last six decades have seen Spark Minda ushering industry leading solutions in the automotive industry. The amalgamation of the group’s experience along with its impetus on extensive research has lodged it well ahead of its league when it comes to developing products for the future.

India is the fastest growing major economy in the world. Our foray into the consumer business category will not only make us a part of this iconic growth story of the country, but also reinforce our commitment to provide the highest standards of safety for 2W riders across the country.”

Mr. Neeraj Sharan, CEO, Aftermarket Division, Minda Corporation Ltd. said:

“India is world’s biggest helmet market with 40-45% of the sector still being served by unorganized players. The launch of this extensive product range will bring a significant disruption and help us become one of the leading players in the helmet segment. We want to ensure that certified helmets are available to every 2W rider in India. Going forward, the company plans to expand the merchandise portfolio by launching a range of new products and have the largest range of Fiber parts for our 2W riders in the country.”

Currently, the aftermarket division at Spark Minda has a network of 500+ distributors and 12,000+ retailers across India with 12 product lines including Locks, Wiring Harness, Instruments, Auto Electrical components (Starter Motor), Flasher, Relays, CDI, Wiper, Cable, Filter, Lubricant, Brake shoe, Clutch plate, and Bearing.

About Minda Corporation (BSE:538962; NSE: MINDACORP)

Minda Corporation is one of the leading automotive component manufacturing companies in India with a pan-India presence and significant international footprint. The Company was incorporated in 1985. Minda Corporation is the flagship company of Spark Minda, which was part of the erstwhile Minda Group. The

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Company has a diversified product portfolio that encompasses Mechatronics; Information and Connected Systems and Plastic and Interior for auto OEMs. These products cater to 2/3 wheelers, passenger vehicles, commercial vehicles, off-roaders and after-market. The Company has a diversified customer base including Indian and global original equipment manufacturers and Tier-1 customers.

For assimilating the latest technologies, Minda Corporation has a dedicated R&D facility and collaborations with the pioneers and leaders of the automobile industry. This has provided Minda Corporation with the cutting-edge in product design and technology to meet strict international quality standards.

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For further information on Minda Corporation visit www.sparkminda.com

Safe Harbor

This release contains statements that contain "forward looking statements" including, but without limitation, statements relating to the implementation of strategic initiatives, and other statements relating to Minda Corporation future business developments and economic performance. While these forward-looking statements indicate our assessment and future expectations concerning the development of our business, a number of risks, uncertainties and other unknown factors could cause actual developments and results to differ materially from our expectations. These factors include, but are not limited to, general market, macro-economic, governmental and regulatory trends, movements in currency exchange and interest rates, competitive pressures, technological developments, changes in the financial conditions of third parties dealing with us, legislative developments, and other key factors that could affect our business and financial performance. Minda Corporation undertakes no obligation to publicly revise any forward-looking statements to reflect future / likely events or circumstances.



ANNEXURE FOR PRESS RELEASE



Knight Series

The Knight series comes with a promise of safety, comfort, and quality. Our range of stylised and light-weight open-face helmets push the boundaries of technology and innovation so that bikers can enjoy the sheer pleasure and freedom of riding in complete safety. Its open-chin style ensures ventilation and air-flow keeping you cool and comfortable.



Garrison Series

Our range of hi-tech Garrison helmets are designed using cutting-edge technologies that enhance riding comfort, optimize ventilation and improve aerodynamics. Driven by energy, Garrison Series is for those who build moments every day. Available with the comfort of goggle and long-visor features, these modern and stylish helmets are all the rage, amongst two-wheeler riders.



Armoured Series

Designed to provide complete protection to the head and neck our Armoured series of full-face helmets are trend-setters. Innovation, sensation and design come together to ensure your safety in all your adventures, whatever your riding style. Quick release chin-straps, hypo-allergenic liners, and attractive designs and decal options are just right for every rider.



Fiber parts

Plastic-moulded, painted components for two-wheelers are launched in order to meet the growing demand of 2W fibers across the country.