DEI is taken as a Long-Range Plan (LRP) project by TVS Motor Company (TVSM), aligned to the organisations stretgic projects. 'Hiring for Women in STEM' is taken on priority at TVS Motor, some of the details on hiring practices are as below:

• Campus Hiring: Women Form 70% Campus Hiring YoY
Our campus hiring strategy is intentionally designed to create equitable entry pathways for young women in STEM. With women constituting 70% of our annual campus hires, we are shaping a future-ready workforce where female talent thrives from day one, supported by structured onboarding, mentorship, and career acceleration opportunities.

• 30% Senior Roles (C1 and above) to be Filled by Women
We are committed to advancing women into leadership positions, particularly in STEM domains. To this end, we have set a bold internal goal to ensure that 30% of senior-level roles (C1 and above) are filled by highly capable women leaders. This reflects our belief in equitable representation at decision-making levels and our confidence in the talent we're nurturing within and hiring from outside.

• Diversity Exclusive Partners
To drive focused outreach and hiring, we've established partnerships with diversity-exclusive recruitment platforms and agencies. These partners help us tap into curated pools of experienced women in STEM, enabling a more inclusive and targeted approach to hiring while supporting our larger goal of building a workforce that reflects the diverse world we serve.

Strategies & Programs in place as part of our Long-Range Plan aligned to the organisations strategy under the new vision & mission Reimagine2030 to ensure 'Women in STEM' are as below:

• 100% Attrition Backfill by Women
As part of our focused strategy to enhance gender diversity in STEM roles, we have committed to backfilling all attrition in critical functions exclusively with women candidates. This ensures not just the preservation but the growth of our women talent pipeline, particularly in technical and innovation-led roles, fostering balanced teams and inclusive thinking across the organization.

• TVSM as Employer of Choice – IncluVerse
Through our flagship initiative IncluVerse, TVS Motor Company has built a compelling employer brand for women in STEM, focused on fostering belonging, equity, and career progression. This initiative champions inclusive hiring, leadership visibility, and industry recognition, positioning TVSM as a preferred workplace for women across technical disciplines.
https://www.youtube.com/watch?v=KNCQjP1E9XI