

# Hooked On ENT Accelerates Innovation with New Arash Motors Partnership

Strategic Collaboration Set to Revolutionize Automotive Marketing and Elevate Brand Visibility on a Global Scale



**Greater Accra, Ghana May 20, 2025** ([Issuewire.com](https://www.issuewire.com)) - [Hooked On Ent](#), a full-service marketing and public relations firm dedicated to empowering enterprises and individuals, proudly announces its newest client partnership with Arash Motors Company Limited, the lead producers of TVS.

Known for its commitment to excellence and strategic creativity, Hooked On Ent will deliver a full suite of public relations, branding, and campaign management services as Arash Motors Company Limited accelerates its growth across international markets. This collaboration marks a bold step forward for both brands, aligning visionary leadership with powerful storytelling and strategic market elevation.

“Arash Motor Company Limited” represents the future of intelligent mobility,” said Daria Hookfin, President of Hooked On Ent. “We’re thrilled to help craft and amplify their narrative, especially at a time when innovation, sustainability, and bold design are reshaping consumer expectations.”

As part of this dynamic partnership, the team is excited to announce a collaboration with a renowned Motographer from India. Recognized for his unique visual narrative and artistic approach, his creative contributions will play a key role in capturing the essence of Arash Motors’ innovative designs and commitment to excellence.

Arash Motors Company Limited is poised to unveil several cutting-edge initiatives this year, including eco-performance models, smart tech integrations, and dynamic community outreach programs. Through this collaboration, Hooked On ENT will drive engagement strategies designed to position Arash Motors as a global force in the motor industry.

This partnership embodies Hooked on Ent’s guiding mantra: Hook – Align – Elevate.

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## About Hooked On Ent

[Hooked On Ent](#) is a full-service marketing and Public relations firm that elevates your business, career, or product. Small enterprises, individuals, and even huge non-profit organizations are among its clients. The International team is strategically placed, and they provide a well-rounded suite of services. Their creativity, passion, and commitment to excellence are what drives them to provide innovative solutions and push initiatives forward. They strive to provide the best services and support for clients. Hook-Align- Elevate.

## About Arash Motor Company Limited

[Arash Motor Company Limited](#) is a British supercar and hypercar manufacturer based in Newmarket, Suffolk. Founded in 1999 by Arash Farboud as Farboud Limited, it was renamed in 2006. The company is known for producing high-performance, limited-edition vehicles like the AF8 and AF10. TVS stands for Thirukkurungudi Vengaram Sundram Iyengar, the name of the company's founder. The TVS Motor Company, a part of the TVS Group, is a leading Indian manufacturer of two- and three-wheelers. The brand was established in 1911, with T V Sundram Iyengar starting Southern Roadways Limited, a bus company



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