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National Stock Exchange of India Ltd.,  
5th Floor  
Exchange Plaza, Bandra (E),  
Mumbai - 400 051

BSE Limited  
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Dalal Street, Fort,  
Mumbai 400 001

**Scrip Code: TVSSRICHA**  
by NEAPS

**Scrip Code: 509243**  
by Listing Centre

Dear Sir/Madam,

Sub: Press Release

We enclose hereto a Press Release regarding the launch of new products from Off-Highway Tyres (OHT) and 2W range of the company for dissemination

Kindly take the same on record.

Thanking you

Yours faithfully  
For TVS Srichakra Limited

Chinmoy Patnaik  
Company Secretary &  
Compliance Officer  
Membership No. A14724

Encl: a.a

**TVS Srichakra Limited**

CIN: L25111TN1982PLC009414

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## **TVS Eurogrip Tyres makes a mark at Latin Tyre & Auto Parts Expo in Panama**

*\* The tyre major displayed new products from Off-Highway Tyres (OHT) and 2W range*

**Chennai, 16<sup>th</sup> June, 2023:** TVS Eurogrip, one of the fastest-growing global brands in the powered 2-wheeler & 3-wheeler tyres, and Off-Highway Tyres, participated in Latin Tyre & Auto Parts Expo in Panama that started on 14<sup>th</sup> June 2023 and displayed their products from OHT & 2W range.

In the last few years, the company has made significant investments in capacity expansion and technology of off-highway tyres and are showcasing their capabilities in international forums as new products are being rolled out continuously.

On display as part of the OHT product range were Tigertrac Agri Radial and Agri Bias tyres as well as new sizes in construction tyres. A set of new products from the premium two-wheeler tyre range including motorcycle tubeless tyres like Duratrail, Beamer were displayed alongside. Visitors also got to touch and feel E Torq – a tyre specifically designed for electric two-wheelers and Climber XC – an international product for off-roading.

Co. spokesperson quoted “We are happy to participate in the Latin Tyre & Auto Parts Expo and showcase our innovations in tyre technology. There was good response to our products in this part of the world. This has been a great platform to reach out to new partners and customers”

The footfall at booth no P1409 at Panama Convention Center, Panama, Rep. of Panama, was encouraging and will lead to the brand’s growth in Latin America, he added.

TVS Eurogrip products are available in over 85 countries across the world and participating in leading business platforms like Latin tyre & Auto Parts Expo will help in building TVS Eurogrip as a global brand and to engage with customers.

Apart from the exhibition, there was also a conference that featured a series of engaging presentations led by top industry experts on topics ranging from global tyre trends, technology, EV automotive, EV tyres and retread tyre market.

Latin Tyre & Auto Parts Expo is the foremost tyre and auto part shows in Latin America. TVS Eurogrip Tyres will be among the 500 international exhibitors who will be present. The exhibitors include tyre manufacturers, tyre service and repair companies, retreading wheels and auto part manufacturers.

The expo concludes on 16<sup>th</sup> June, 2023.

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### **About TVS Srichakra Ltd.**

TVS Srichakra Limited, makers of TVS Eurogrip, Eurogrip and TVS Tyres brands of tyres is one of India's leading manufacturers and exporters of Two, Three-Wheeler tyres and Off-Highway tyres. Incorporated in 1982, it is one of the verticals of the USD 2 Billion TVS Mobility - the holding company for the businesses.

With global research and development capabilities and cutting-edge technology, TVS Srichakra produces industry-leading tyres for the automotive sector in India and worldwide. Headquartered in Madurai, TVS Srichakra has manufacturing facilities in Madurai (Tamil Nadu) and Rudrapur (Uttarakhand) with a production capacity of over 3 million tyres a month. The company has a design centre in Milan, Italy supporting the R&D centre in Madurai and the tyres are tested in Indian, European, and Japanese road conditions. TVS Srichakra's products are available in over 85 countries across the world. In India, the company enjoys a significant market share amongst the original equipment manufacturers and replacement markets and has a comprehensive network of distributors and dealers giving it a robust presence. For more information, visit <https://www.tvseurogrip.com>