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

BSE Limited
P J Towers
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 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

Regd. Office: TVS Building, 7-B, West Veli Street, Madurai 625 001.

Tel:+91 0452 2356400, Fax: +91 0452 2443466 | Website: www.tvseurogrip.com | Email: secretarial@eurogriptyres.com

Manufacturing Unit: Vellaripatti, Melur Taluk, Madurai-625 122, Tel:+91 452 2443300





TVS Eurogrip Tyres forays into Superbike & Adventure Touring tyre segments

MS Dhoni and CSK players launch new products, add sparkle to the event

13th April 2023, Chennai: TVS Eurogrip, India's leading 2 & 3-wheeler tyre brand, launched adventure touring tyres and superbike tyres in the presence of MS Dhoni and other CSK players in the city today. The launch was attended by business partners and key customers. The event also marked the brand's celebration of their association with CSK.

Explaining the products launched, **P Madhavan**, EVP, Sales and Marketing, TVS Srichakra Ltd said, "Launching a range of adventure touring and superbike tyres is a big milestone for us, further augmenting our product range, which is already the widest in the category. I am glad we have been able to do it in the presence of our business partners and CSK stars. These high-performance products have been designed in Europe and built to suit Indian road conditions. Many of these products are already launched internationally, and we have strong positive initial feedback from trade and consumers alike, so it gives us great happiness to bring these to the Indian market."

At the event, the company unveiled new products such as Roadhound, Duratrail and Terrabite amongst other range extensions in the motorcycle tubeless category.

About the latest releases:

- **Roadhound** – A zero-degree steel belted radial tyre for superbikes with excellent grip, handling, and mileage. Roadhound is great for high speeds and its silica compound enhances wet grip and advanced tread geometry boosts stability and comfort.
- **Duratrail EB+ pattern** – This aligned block type design offers superior grip and is excellent for on-off road applications. The grooves derive better stability & mileage, and the width expands from the centre to help expel water quickly. Exceptional cornering ability is a highlight of this product, this ensured by the rounded shoulder profile.
- **Terrabite DB+** - It is a robust tyre built for tough terrains and off-roads. Its bigger blocks give superior grip. Its strong construction and deeper treads provide long lasting durability.

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 promoter company.

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>.