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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 a comprehensive brand campaign focussing on the superior grip of Eurogrip tyres.

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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Eurogrip Tyres uses clever word play and MS Dhoni's charm in IPL 2024 Brand Campaign

Campaign focusses on tyre's superior grip to enhance rider confidence.

26th March 2024, Chennai: Eurogrip Tyres, India's leading 2 & 3-wheeler tyre brand, has launched a comprehensive brand campaign focussing on the superior grip of Eurogrip tyres.

The campaign highlights are ad films where M S Dhoni and his CSK team members, Deepak Chahar and Ruturaj Gaikwad are seen in light-hearted banter drawing parallels between grip while playing cricket, and grip of tyres on the road. The film talks about Eurogrip's stronger grip as compared to other tyres and M S Dhoni emphasizes its superior grip for solid turns. He and other CSK stars give road safety tips for viewers that include following traffic rules, wearing a helmet, ensuring tyres are in good condition and having the bike serviced regularly. M S Dhoni urges viewers to get Eurogrip tyres for superior grip.

Sharing details about the campaign, **P Madhavan, EVP, Marketing and Sales, TVS Srichakra Ltd said**, "It is the third year of our association with Chennai Super Kings as principal sponsor and we are just as excited as the fans to be a part of the 2024 IPL extravaganza. This year, we have focused on building EUROGRIP as a strong global consumer brand and our campaign is in line with the same. Our ad films highlight the superior grip of our tyres, an extremely important attribute for safety on road. Eurogrip, just like CSK, is synonymous with high performance. Our continued association has been benefitting both partners."

The new campaign positions Eurogrip as a youthful, vibrant and dependable brand that resonates with the millennial and Gen Z Indian riders. The ads with focus on the tyres' superior grip have gone live from 22nd March, 2024 in television and digital media. A series of on-air and on-ground activations have been planned across social media, traditional media, outdoor and point of sale.

Creative Agency: Tilt Brand Solutions

YouTube Link:

https://youtube.com/playlist?list=PLz4YwDXOCAQ60KUp7gOITVamSEcvk37_l&si=MJcFi5Kr_CgfeF19

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>.
