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August 20, 2019

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Corporate Relationship Department  
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Mumbai 400 001

**SCRIP CODE : 509243**

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

**SCRIP CODE : TVSSRICHAK**

Dear Sirs

Sub : Press Release – TVS Srichakra Limited announces the nationwide launch of its brand TVS Eurogrip

We are enclosing a Press Release regarding the nationwide launch of Company's brand TVS Eurogrip, for dissemination

Kindly take the above on record.

Thanking you

Yours faithfully  
For TVS SRICHAKRA LIMITED

  
P SRINIVASAN  
SECRETARY

**TVS SRICHAKRA LIMITED**

**CIN : L25111TN1982PLC009414**

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

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**Tel:** +91 452 2443300 **Fax:** +91 452 2443466 **website:** www.tvstyres.com.

## TVS Srichakra Ltd Launches Brand TVS Eurogrip: Aimed At Millennials

*Aims at strengthening leadership in the 2-wheeler tyre segment and re-inforce its commitment to technology and R&D*

**Chennai, Tuesday, 20<sup>th</sup> August 2019:** TVS Srichakra Limited, the leading 2 & 3-wheeler tyre company, today announced the launch of the brand '**TVS Eurogrip**' targeted at meeting the needs of the millennial customer. TVS Eurogrip is born out of extensive consumer research and significant investments in global R&D, design and technology platforms. As part of its evolution and to associate itself with youthfulness and high performance, TVS Eurogrip is designed with global expertise, made in India and sold across the globe.

**Mr. P Vijayaraghavan, Director, TVS Srichakra Limited** said, *"India will remain a promising market for two wheelers and we see tremendous growth opportunity. It is a moment of immense pride for all of us as we launch TVS Eurogrip catering to the needs and requirements of the new age Indian rider. With this step, we boldly stride into the future."*

### **Designed to take on the future of 2w tyre industry:**

- Launches brand TVS Eurogrip, unveils new identity & logo;
- Design and Innovation centre being set-up in Milan; Experts onboard.
- Launches 19 premium tyres that includes industry leading **zero-degree steel belted radial** tyres in the country;

The company believes that the introduction of TVS Eurogrip will fuel its growth aspirations and carve a specialist positioning that will help strengthen its partnerships with vehicle manufacturers and create new benchmarks in the replacement market.

Commenting on the new brand launch **Mr. P. Srinivasavaradhan, President, TVS Srichakra Limited**, said, *"For over 3 decades now, we have established ourselves as a leading global brand in the two-wheeler tyre category. We have always understood customers' needs, their aspirations and dreams, and have provided them with products that enrich their riding experience. TVS Eurogrip has all the elements the new age rider is looking for – design, superior quality, high performance and is backed by the rich heritage and trust of TVS."*

### **R&D and Technology Focus**

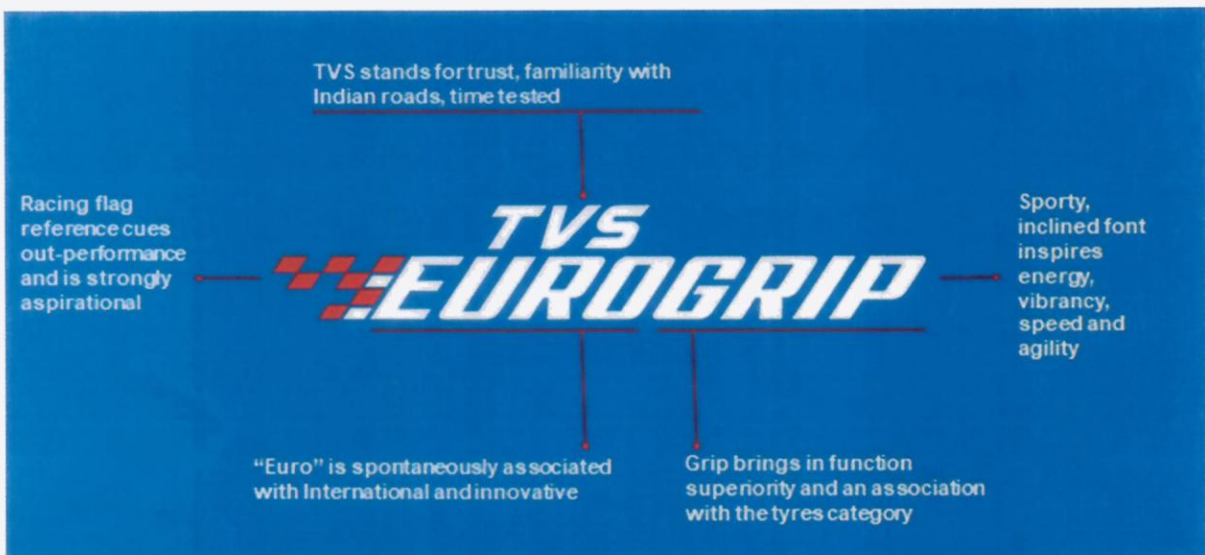
Over the years, TVS Srichakra Limited has been expanding its footprint and outperforming itself by adopting cutting-edge technology driven by state-of-the-art research and development with experts in India and overseas. Under the TVS Eurogrip umbrella, we are launching a portfolio of 19 premium tyres that include industry leading *zero-degree steel belted radial* tyres. These extreme performance tyres provide unmatched stability at high speeds and are rated to run at speeds upto 270kmph.

### **TVS Eurogrip**

Commenting on the launch **Mr. P. Madhavan, EVP – Sales & Marketing, TVS Srichakra Limited**, said, *"The two-wheeler tyre space is seeing a rise in adventure seekers and recreational riders, for whom, joy of riding has become a way of life. The rider today wants to live every moment to the fullest, impress his peers, and go beyond the normal. TVS Eurogrip's brand idea of 'Outlive, Outperform & Outdo' is based on this insight. As specialists in the bike tyre domain, we are geared up to lead our customers into the future of riding, with our range of technologically advanced and high performance TVS Eurogrip tyres"*.

TVS Eurogrip identity brings alive the essence of the brand. It is a sporty, vibrant and youthful visual identity that connotes innovation, superior quality and high performance.

# TVS EUROGRIP



**About TVS Srichakra Ltd.:** TVS Srichakra Ltd, is the leading manufacturer of Two & Three-Wheeler tyres and Off-Highway tyres and is part of the TVS Group, which is the largest Auto Ancillary Group in India, with a turnover of over USD 8.5 Billion. The company rolls out around 2.8 Million tyres every month out of its two manufacturing facilities located in Madurai (Tamil Nadu) and Rudrapur (Uttarakhand). The company enjoys a significant market share amongst Two-Wheeler manufacturers in India and has a vast nationwide distribution and dealership network to cater to the After-Market demand. TVS Srichakra Limited exports to over 70 countries across the world.

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***TAKING***  
*ON THE FUTURE*

## *THE COMPANY*

***INDIA'S LEADING  
2 & 3 WHEELER TYRE  
MANUFACTURER***



# THE CORPORATE JOURNEY





## ***CATEGORY CONTEXT & THE OPPORTUNITY***



A dramatic photograph of a motorcycle rider from a rear-quarter perspective. The rider is wearing a dark jacket and helmet, leaning forward on the handlebars. The motorcycle is dark-colored with a prominent rear wheel and taillight. The scene is set on a long, straight road that stretches into the distance towards a bright sunset. The sky is filled with scattered clouds, and the sun is low on the horizon, creating a strong lens flare and illuminating the road. In the background, several wind turbines are visible on the horizon line. The overall mood is one of freedom and adventure. The text is overlaid on the right side of the image.

***TYRES SEPARATE  
THE ROAD FROM THE RIDER***



**THE CATEGORY IS  
EVOLVING.....**



**BIAS**



**RADIAL**



**IC**



**ELECTRIC**



**COMMUTE**



**ADVENTURE**

**AND SO IS THE CONSUMER...  
WE DID EXTENSIVE RESEARCH TO UNDERSTAND THIS NEW AGE RIDER ...**



**...AND DERIVED DEEP INSIGHTS**

# THE ASPIRATIONAL INDIAN



## Adventure

The adrenalin rush of the next "wild hogs" trip



## Connections

Instagramming new experiences



## Fitness

Looking good is hard work



## Sports lover

Cricket is religion, but football and F1 are also followed



## Traveller

Getting away from the city, being one with nature



## Ambitious

A life better than my parents; Unconstrained ambitions



## Man on the go

Mobility is important to life, to success, to living in the moment, to making the most of my time



## Tech Savvy

Tech native, gaming (PUBG), OTT/entertainment, blogging, TicToc



## Experiences

Concerts, Pubs, Stand ups, Eating out, Ordering in



## Indianness

Indian pride like never before





***THE NEW AGE ASPIRATIONAL  
INDIAN RIDER***

*Today's rider wants to live every moment to the fullest, impress peers, and go beyond the normal. The joy of riding has become a way of life.*

## **ROLE OF BIKE AND BIKE TYRE**



“

*An adventure seeker and his heartbeat is in his bike's thud.*

*The power and the sturdiness of his bike gives him confidence and he drives it with immense passion.*

*His bike and bike tyres resonate with his personality – they have to be high performance and match his passion.*

”

# MEETING TODAY'S RIDERS NEEDS: THE GENESIS OF OUR BRAND IDEA



**HIGH PERFORMANCE,  
SPECIALIST TYRES THAT OUTLIVE,  
OUTPERFORM AND OUTDO**

## **OUTLIVE**

Long-lasting, high performance tyre designed to outlive every journey.

## **OUTPERFORM**

Crafted with engineering precision, technological acumen and designed by global research centres, our specialist tyre will outperform on any road condition.

## **OUTDO**

Designed to deliver high performance, our tyre is always ready for the next journey. It will empower you to outdo what was done yesterday!



*TVS*  
**EUROGRIP**



# IDENTITY THAT STANDS FOR INNOVATION, YOUTHFULNESS AND HIGH PERFORMANCE

1 TVS stands for trust, familiarity with Indian roads, time tested

*TVS*  
**EUROGRIP**

Racing flag reference cues out-performance and is strongly aspirational

2

3

“Euro” is spontaneously associated with International and innovative

4

Grip brings in function superiority and an association with the tyres category

5

Italics connote speed and movement



**WE WILL BRING ALIVE THE NEW BRAND  
THROUGH A 360 DEGREE MARKETING PLAN**





## *NEW TECHNOLOGY & R&D CAPABILITIES*

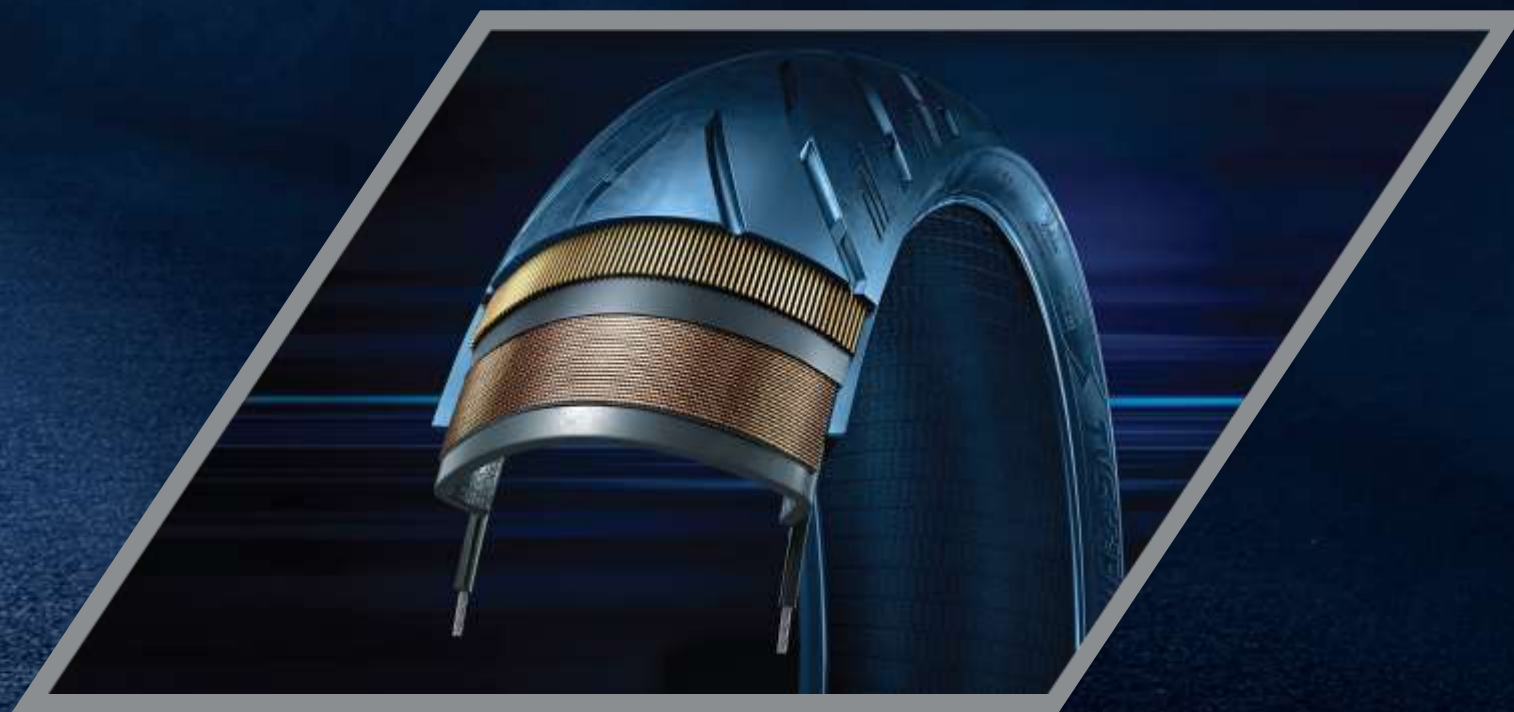
# WITH GLOBAL DESIGN CAPABILITIES

## Designed Globally, Manufactured in India, Tested & Sold Worldwide

- >> *Advanced Tyre Technology development at Europe*
- >> *State of the art R&D Centre and proving grounds in Madurai*
- >> *Japanese & European experts for technology, product and process development*
- >> *Jury of Japanese, European & Indian test riders*
- >> *Advanced mathematical tyre models for tyre-road-vehicle interaction prediction*
- >> *Silica Technology & research in advanced nano materials*



**BUILT IN TECHNOLOGY**



**DUAL COMPOUND TECHNOLOGY  
FOR LONG LASTING GRIP AND LIFE**

***BUILT IN TECHNOLOGY***



**OPTIMIZED TREAD DESIGN FOR BETTER  
GRIP ACROSS ALL SURFACE CONDITIONS**

**BUILT IN TECHNOLOGY**



**AIR SEAL TECHNOLOGY FOR SUPERIOR  
AIR RETENTION AND RIDE COMFORT**

**WITH AN ALL NEW PREMIUM PRODUCT PORTFOLIO**



- >> Steel Belt Radials**
- >> Designed for High Performance**
- >> Aesthetic Tread Patterns**



***THANK YOU***