



## 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."*

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.

#### **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;



**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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