



TVS SRICHAKRA SHOWCASES TVS EUROGRIP OFF-HIGHWAY RANGE AT CONEXPO LATIN AMERICA 2019

Chile/Chennai, October 4th 2019: TVS SRICHAKRA, one of India's largest manufacturers & exporters of Two & Three-wheeler tyres and Off-Highway Tyres is showcasing their **TVS Eurogrip Off-Highway** product range at **CONEXPO-Latin America 2019**. The range includes Off-Highway Tyres for construction, industrial and agriculture use including farm implements.

As one of the top construction industry trade shows, CONEXPO Latin America is expected to attract over 2,000 exhibitors and 50,000 professional audience. This mega expo witness's industry leaders demonstrating latest innovations, developments and trends. The show is being held from **2nd-5th October 2019** and going to witness exhibitors from over 40 countries and trade visitors from more than 120 countries all over the world; truly proving that it is one of the most sought-after expos.

Marketed under the **TVS Eurogrip** brand, **TVS Srichakra** is showcasing a range of tyres which include **Industrial Pneumatic Tyres, Skid Steer Tyres, Multi-purpose Tyres, Floatation Tyres, Tractor Industrial Tyres, Tractor Radial Tyres** etc.

Speaking on the participation at CONEXPO Latin America 2019, **Mr. P. Vijayaraghavan, Director, TVS SRICHAKRA LTD.**, said, *"We are glad to be part of CONEXPO again. It is a great platform for the company to showcase our **TVS Eurogrip** range of Off-Highway Tyres which are designed keeping in mind the latest technological advancements and innovations in tyre manufacturing. It is an important avenue for us to reach out to the customers in the Latin American market and establish ourselves as a leading global brand."*

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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