

REF: TSL:SEC:2021/...185...

November 23, 2021

To,

BSE Limited
Department of Corporate Services
Listing Department
P J Towers, Dalal Street,
Mumbai – 400 001.

National Stock Exchange of India Limited
Listing Department, Exchange Plaza,
Plot no. C/1, G Block, Bandra Kurla Complex,
Bandra (East),
Mumbai – 400 051.

Scrip Code: 509243

Scrip Symbol: TVSSRICHA

Dear Sir/Madam,

Subject: Press Release

Ref: Intimation under Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015.

Please find enclosed the Press Release dated 23rd November 2021 being issued by the Company. This is for your information and records.

Please acknowledge receipt.

Thanking you

For TVS Srichakra Limited


V.R. Venkatakrisnan
Dy. Company Secretary &
Compliance Officer



TVS Eurogrip becomes Principal Sponsor of Chennai Super Kings Signs partnership deal for three years starting season of IPL 2022

Chennai, 23rd November 2021

TVS Eurogrip, India's leading two & three-wheeler tyre brand, has joined hands with four-time IPL champions Chennai Super Kings as the Principal Sponsor for the next three years (2022-2024). Chennai Super Kings and TVS Eurogrip will launch a series of initiatives to engage the large fan base of CSK across the country. The partnership will give TVS Eurogrip visibility on the front of Chennai Super Kings' famed yellow jersey. CSK has the largest and most engaged fan base amongst all IPL teams.

Speaking about the association, **Mr. P. Madhavan, EVP – Sales & Marketing, TVS Srichakra Limited** said, "TVS Eurogrip is delighted to associate with Chennai Super Kings. The jersey branding and sponsorship will increase awareness and recognition for our Eurogrip brand name and visual identity. We look forward to co-creating exciting experiences for trade and our customers with this association. We see great synergies between both the brands and are confident that this partnership will benefit both CSK and TVS Eurogrip."

On the development, **Mr. KS Viswanathan, CEO, Chennai Super Kings Cricket Limited** said: "We are delighted to have TVS Eurogrip as our Principal Sponsor and we welcome them to the Super Kings' family. It's going to be an exciting phase (the next three years) for us. We believe that this partnership will help us build on the long-lasting relationship with the fans and spread yellow far and wide."



About TVS Srichakra Ltd.

TVS Srichakra Limited, makers of TVS Eurogrip brand 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 flagship companies of the USD 8.5 Billion TVS Group which is India's largest Auto Ancillary conglomerate. 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/>

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