



# MEDIA COVERAGE REPORT

## February 2021

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14-02-2021	Uandi Automobiles	TVS Eurogrip aftersales services digitized with Click to Connect	Online
17-02-2021	Business Standard	TVS Srichakra gains on signing MoU with Tamil Nadu Govt	Online

**PRINT COVERAGE**

Date	Publication	Headline	Edition
12-02-2021	Hindu Businessline	TVS Srichakra's Warranty App	Chennai

## TVS Srichakra's warranty app

### OUR BUREAU

Chennai, February 12

Leading two- and three-wheeler tyre maker TVS Srichakra Ltd has introduced "TVS Eurogrip Click to Connect", a warranty app to provide speedy after-sales service.

The app, which is available on Android and iOS platforms, offers direct benefits including ease of use, quick claim settlement and multi-lingual features (an industry first), said a company statement.

"Click to Connect app aims at speedy resolution of issues and best-in category turn-around times. For our retail partners, it enables them to address complaints instantly leading to greater customer satisfaction," said P Madhavan, EVP-Sales and Marketing, TVS Srichakra Ltd.

The app aims to make a customer's after-sales experience easy and highly interactive, eliminating the hassle of long waiting periods to resolve their queries.



Date	Publication	Headline	Edition
13-02-2021	Punyanagari	TVS best in Warranty App	Mumbai

## टीव्हीएसचे बेस्ट इन श्रेणी वॉरंटी ॲप

। मुंबई : टीव्हीएस श्रीचक्र लिमिटेड कंपनीने आपल्या ग्राहकांना विक्रीनंतरची सेवा त्वरित उपलब्ध करून देण्यासाठी टीव्हीएस युरोप क्लिक टू कनेक्ट या ग्राहक केंद्रीत वॉरंटी ॲपची घोषणा केली आहे. हे ॲप थेट लाभ देते ज्यात वापराची सुलभता, दाव्यांचे शीघ्र निकाल आणि बहुभाषिक वैशिष्ट्ये (या उद्योगातील पहिले) समाविष्ट आहेत. क्लिक टू कनेक्ट हे यजर फ्रेंडली ॲप्लिकेशन आहे जे कंपनीच्या अनेक डिजिटलायझेशन प्रयत्नांचा एक भाग आहे. हे ॲप ग्राहकांच्या विक्रीनंतरचा अनुभव सुलभ आणि परस्पर संवादात्मक बनवते, ज्यामुळे त्यांच्या प्रश्नांचे निराकरण करण्यासाठी लागणारा दीर्घ प्रतीक्षा कालावधीचा त्रास दूर होईल. हे कंपनीच्या किरकोळ भागीदारांना ग्राहकांकडून प्राप्त झालेल्या समस्या आणि तक्रारींचे निवारण करण्यास अनुमती देते आणि त्वरित निराकरण करण्यात मदत करते, ज्यामुळे वेळेवर सेवा सुनिश्चित केली जाईल. हे वॉरंटी ॲप लॉंच झाल्यावर कंपनीने सेटलमेंटचा कालावधी कमी करून २४ तासांपेक्षा कमी कालावधीत पूर्ण सेटलमेंट सायकल पूर्ण करण्याचे लक्ष्य ठेवले आहे. हे इंग्रजी आणि प्रमुख स्थानिक भाषेसह एकाधिक भाषांना समर्थन देते आणि एखाद्याला स्वतःची भाषा वापरण्याची सुविधा देते.

## ONLINE COVERAGE

Date	Publication	Headline	Edition
03-02-2021	Zig Wheels	TVS Eurogrip To Launch Off-road and Premium Tyres Soon	Online

**ZIGWHEELS**.COM

**TVS Eurogrip To Launch Off-road And Premium Tyres Soon**  
By Pritish P W | Feb 2, 2021 | Views: 17521

A whole new range of tyres from TVS Eurogrip has been scheduled for this calendar year



TVS Eurogrip recently organised this year's edition of 'Tread Talks', an interactive session on everything that goes into making one of the most crucial components of a two-wheeler, the tyres. Apart from receiving insightful knowledge on how tyres are manufactured, we also learnt the brand is planning to launch its off-road range as well as premium lineup for middleweight motorcycles (around 650cc) over the next few months, before the end of this calendar year.

As far as the upcoming off-road tyre range is concerned, expect the brand to soon offer aftermarket tyres for bikes such as the Royal Enfield Himalayan, KTM 250 Adventure, and 350 Adventure. In the premium range, TVS is likely to launch aftermarket tyres for the best-selling motorcycles in the middleweight segment: Royal Enfield Interceptor 650 and the Continental GT 650. The former recently received tyres from Goodyear as standard. Introducing tyres for big bikes has been a part of the brand's global programme for this calendar year, so the slightly higher-end range could also include bikes like the Kawasaki Z900 and Z950.



[View February Offers](#)

Currently, TVS Eurogrip is the OEM for TVS Apache RTR 160 4V and the Apache RTR 200 4V range. The company is in talks with several other manufacturers to expand its portfolio. TVS Eurogrip also says that it is the only tyre manufacturer in India that's capable of producing both types of radials: Cross Belt Radials and Zero Degree Strip Radials with textile belts. Also Read: BS6 Royal Enfield Interceptor 650 Real World Test

The recent ban on certain types of tyre import has had a positive effect on homegrown tyre manufacturers, including TVS Eurogrip. The brand says the aftermarket segment, especially the Radial tyre category, has recently witnessed an uptick. It is currently holding talks with both OEMs and CKD operations, and hopefully, it will be able to capitalise on the new market opportunity. After all, the primary purpose of the ban was to encourage local players to level up their businesses.

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The brand had also announced its planned capital expenditure of Rs 1,000 crore in December 2020 to ramp up manufacturing in its Madurai (Tamil Nadu) and Panipat (Haryana) plants. The company plans to spread the investment over a three-year period, and by the end of it all, hopes to increase its two-wheeler tyre capacity by 25-30 percent.

Date	Publication	Headline	Edition
12-02-2021	Manufacturing Today	TVS Srichakra Ltd lines up Rs 1000 crore expansion program	Online

# Manufacturing Today

by **MT Staff**

Feb 12, 2021

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## TVS Srichakra Ltd lines up Rs 1000 crore expansion program

*The investment will also significantly increase TVS Srichakra's capacities and technological capabilities in the off-highway tyre segment, with a clear focus on global markets*



**T**VS Srichakra Ltd., a leading Indian manufacturer of 2&3 wheeler and off-highway tyres, recently announced its planned capital expenditure of Rs.1,000 Crores to ramp up manufacturing in its Madurai and Pantnagar plants. This investment is planned to be made over three years. The investment, when fully made, will result in an increase in 2 & 3-wheeler tyre capacity by 25-30% and doubling of off-highway tyre capacity from current levels. The investment is planned to be funded by a mix of debt and internal accruals.

TVS Srichakra is India's leading 2 & 3-wheeler tyre manufacturer. The company supplies tyres to most two and three-wheeler manufacturers that operate in India, besides holding a significant presence in the domestic aftermarket. The company is also a leading exporter of 2 & 3-wheeler tyres. The expansion program being undertaken will focus on setting up additional capacities in this space to cater to growing demand across its customer base – both domestically and globally. Included in this investment, is a plan to enhance capacities in the company's pioneering range of radial tyres and other premium products.

The investment will also significantly increase TVS Srichakra's capacities and technological capabilities in the off-highway tyre segment, with a clear focus on global markets.

Speaking on the investment plan, S Ravichandran, Director, TVS Srichakra Limited said, "With a wide distribution network in India, growing international presence and building state-of-the-art capabilities in R&D and product development, we are further strengthening our manufacturing capabilities to cater to the growing demands in India and abroad. We believe that this capital outlay will enable TVS Eurogrip to further its growth aspirations and help strengthen its partnerships with vehicle manufacturers and create new benchmarks in the replacement and global markets. This investment reflects our fullest confidence in India's recovery and its prospects in the medium to long-term and is our contribution to Atmanirbhar Bharat".

TVS Srichakra Ltd had earlier, in FY 19-20, announced the launch of its new brand TVS Eurogrip as well as a new range of products. The company had also announced the setting up of its product design centre in Milan, Italy, in FY 19-20. TVS Eurogrip has been focusing on furthering its gain in aftermarket while strengthening its OE presence. The initial response to the new products launched in the previous fiscal has been encouraging. TVS Eurogrip will further expand its portfolio in domestic and global markets.

Date	Publication	Headline	Edition
12-02-2021	APN News	TVS Eurogrip digitizes After-Sales Service with 'TVS Eurogrip Click to Connect'	Online



TECH & INDUSTRY : AUTO

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Honda 2Wheeler India rewrites history in Southern India  
No.1 two-wheeler brand celebrates 1.5 Crore customers in South!  
Bariatric Surgery for Morbid Obesity Gives New Lease of Life to a Short-Statured Man 4.5 ft in Height

## TVS Eurogrip digitizes After-Sales Service with 'TVS Eurogrip Click to Connect'

Published on February 12, 2021

**Mumbai:** TVS Srichakra Limited, India's leading 2 & 3 wheeler tyre company, has announced the introduction of "TVS Eurogrip Click to Connect", a customer centric warranty app in an endeavor to provide speedy after-sales service to its customers. The app offers direct benefits that include ease of use, quick claim settlement and multi-lingual features (an industry first).

Click to Connect is a user-friendly application that is part of the company's many digitalization efforts. The app makes a customer's after-sales experience easy and highly interactive, eliminating the hassle of long waiting periods to resolve their queries. It allows retail partners of the company to address issues and complaints received from the customers and helps in providing instant resolution, thereby ensuring timely service. With the launch of this warranty app, the company aims to cut down settlement time period considerably and enable completion of the full settlement cycle in less than 24 hours. It supports multiple languages including English and major vernacular languages, and gives the comfort of using one's own language.

**Mr. P. Madhavan, EVP-Sales and Marketing, TVS Srichakra Ltd** said, "Click to Connect is testimony to our commitment to customer service of the highest order. This app aims at speedy resolution of issues and best-in category turnaround times. For our retail partners, it enables them to address complaints instantly leading to greater customer satisfaction. We want to assure our customers that TVS Eurogrip will continue to take market leading steps in its digital transformation journey and this app is the benchmark for quick automated settlement solutions in the industry".



Date	Publication	Headline	Edition
12-02-2021	IIFL	TVS Srichakra Q3 PAT up almost 3-fold at Rs36.3cr on better cost controls implemented	Online



## TVS Srichakra Q3 PAT up almost 3-fold at Rs36.3cr on better cost controls implemented

TVS Srichakra reported 12.42% growth in total revenues for the Dec-20 quarter on consolidated basis at Rs572.70cr

February 12, 2021 9:44 IST | India Infoline News Service



TVS Srichakra reported 12.42% growth in total revenues for the Dec-20 quarter on consolidated basis at Rs572.70cr. The company is one of the key manufacturers of automotive tyres and flaps and the company saw a sharply better traction in the Dec-20 quarter on account of a revival in the auto demand. The Dec-20 quarter had seen a sharp revival in auto demand across the board on account of festive sales.

The consolidated Profit after tax (PAT) for the Dec-20 quarter was up 184% at Rs36.27cr. The cost control measures implemented resulted in a sharp saving in miscellaneous other expenses as well as the funds locked up in the working capital cycle. As a result, the PAT margins improved from 2.51% in Dec-19 to 6.33% in Dec-20.

### Financial highlights for Dec-20 compared yoy and sequentially

	TVS Srichakra				
Rs in Crore	Dec-20	Dec-19	YOY	Sep-20	QOQ
Total Income (Rs cr)	₹ 572.70	₹ 509.44	12.42%	₹ 552.38	3.68%
Net Profit (Rs cr)	₹ 36.27	₹ 12.78	183.80%	₹ 39.85	-8.98%
Diluted EPS (Rs)	₹ 47.36	₹ 16.69		₹ 52.04	
Net Margins	6.33%	2.51%		7.21%	

Date	Publication	Headline	Edition
12-02-2021	Business Standard	Tyre maker TVS Srichakra's profit rises 124% to Rs 46.32 cr in Q3	Online

## Business Standard

### Tyre maker TVS Srichakra's profit rises 124% to Rs 46.32 cr in Q3

During the third quarter, the company's revenue rose to Rs 553.31 crore from Rs 497.54 crore in the year ago period, an increase of around 11.20 per cent

#### Topics

TVS Group | Tyre companies | Tyre makers

T & Nandanban | Chennai

Last Updated at: February 11, 2021 14:27 IST



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TVS Srichakra surges 9% on capex programme worth Rs 1,000 crore

TVS Srichakra to invest Rs 1,000 cr to ramp up capacity at two facilities

TVS Motor posts highest-ever revenue and profit numbers in Q3 of FY21

TVS Srichakra, part of the TVS Group and a leading tyre maker, reported a profit of Rs 46.32 crore during the quarter ended December 31, 2020 as compared to Rs 20.68 crore reported in the corresponding period last year, an increase of 124 per cent.

During the third quarter, the company's revenue rose to Rs 553.31 crore from Rs 497.54 crore in the year ago period, an increase of around 11.20 per cent.

Date	Publication	Headline	Edition
12-02-2021	Business Standard	TVS Srichakra consolidated net profit rises 183.80% in the December 2020 quarter	Online

## Business Standard

# TVS Srichakra consolidated net profit rises 183.80% in the December 2020 quarter

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TVS Srichakra consolidated net profit rises 103.42% in the September 2020 quarter

TVS Srichakra standalone net profit rises 94.47% in the September 2020 quarter

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Board of TVS Srichakra appoints directors

TVS Srichakra spurts on unveiling Rs 1,000 crore capex plan

Sales rise 12.42% to Rs 572.70 crore

Net profit of TVS Srichakra rose 183.80% to Rs 36.27 crore in the quarter ended December 2020 as against Rs 12.78 crore during the previous quarter ended December 2019. Sales rose 12.42% to Rs 572.70 crore in the quarter ended December 2020 as against Rs 509.44 crore during the previous quarter ended December 2019. **Particulars** **Quarter Ended Dec. 2020** **Dec. 2019** **% Var.** **Sales** 572.70 509.44 **12 OPM %** 13.989.42 **-PBDT** 73.9643.35 **71 PBT** 48.1420.06 **140 NP** 36.2712.78 **184**

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Date	Publication	Headline	Edition
12-02-2021	Investing.com	India's TVS Srichakra Dec-Qtr Consol Net Profit Rises	Online

**Investing.com**

## BRIEF-India's TVS Srichakra Dec-Qtr Consol Net Profit Rises

Reuters - Stock Market News - 2021-02-11 07:24



Credit: © Reuters.



Feb 11 (Reuters) - TVS Srichakra Ltd [TVSC.NS](https://www.investing.com/stock-market/news/india-tvs-srichakra-ltd-tvsc-ns) :



\* DEC-QUARTER CONSOL NET PROFIT 362.7 MILLION RUPEES VERSUS 127.8 MILLION RUPEES YEAR AGO



\* DEC-QUARTER CONSOL REVENUE FROM OPERATIONS 5.73 BILLION RUPEES VERSUS 5.09 BILLION RUPEES YEAR AGO Further company coverage: TVSC.NS

Date	Publication	Headline	Edition
12-02-2021	Business Line	TVS Srichakra launches warranty app for quicker after-sales service	Online

## BusinessLine

### Companies

# TVS Srichakra launches warranty app for quicker after-sales service

Our Bureau | Chennai | Updated on February 13, 2021 | Published on February 12, 2021



Leading two- and three-wheeler tyre maker TVS Srichakra Ltd has introduced "TVS Eurogrip Click to Connect", a warranty app to provide speedy after-sales service.

The app, which is available on Android and iOS platforms, offers direct benefits including ease of use, quick claim settlement and multi-lingual features (an industry first), said a company statement.

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The app aims to make a customer's after-sales experience easy and highly interactive, eliminating the hassle of long waiting periods to resolve their queries. It allows retail partners of the company to address issues and complaints received from the customers and helps in providing instant resolution, thereby ensuring timely service.

With the launch of this warranty app, the company aims to cut down settlement time period considerably and enable completion of the full settlement cycle in less than 24 hours. It supports multiple languages including English and major vernacular languages.

Date	Publication	Headline	Edition
12-02-2021	Autocar Professional	TVS Eurogrip's App to digitise aftersales service	Online




## TVS Eurogrip's App to digitise aftersales service

AUTO COMPONENTS

By [Autocar Pro News Desk](#) , 12 Feb 2021

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TVS Srichakra, one of India's leading two- and three-wheeler tyre companies, has introduced 'TVS Eurogrip Click to Connect', a customer-centric warranty app. This app, it says, will provide speedy aftersales service to its customers. The app offers direct benefits that include ease of use, quick claim settlement and multi-lingual features.

The user-friendly app is part of the company's many digitalisation efforts and will enable a customer's aftersales experience easy and highly interactive, eliminating the hassle of long waiting periods to resolve their queries. It allows retail partners to address issues and customer complaints and helps in providing instant resolution.

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The app is available on Android and iOS platforms.

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12-02-2021	BW AutoWorld	TVS Eurogrip Digitizes After-Sales Service with 'TVS Eurogrip Click to Connect'	Online



## TVS Eurogrip Digitizes After-Sales Service With 'TVS Eurogrip Click To Connect'

*The company introduces a warranty App for its customers*



**#BWAutoworld**



**BW BUSINESSWORLD**

TVS Eurogrip | [businessworld.in](http://businessworld.in)

**12** February, 2021  
by BW Online Bureau

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Date	Publication	Headline	Edition
13-02-2021	Pitch	TVS Eurogrip digitizes after-sales service with 'TVS Eurogrip Click to Connect'	Online



★ LATEST-STORIES



**TVS EUROGRIP DIGITIZES AFTER-SALES SERVICE WITH 'TVS EUROGRIP CLICK TO CONNECT'**

February 13, 2021 By Team PITCH 0 34



**Introduces best-in category Warranty App for customers**

TVS Srichakra Limited, India's leading 2 & 3 wheeler tyre company, has announced the introduction of "TVS Eurogrip Click to Connect", a customer centric warranty app in an endeavor to provide speedy after-sales service to its customers. The app offers direct benefits that include ease of use, quick claim settlement and multi-lingual features (an industry first).

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13-02-2021	UNI India	TVS Eurogrip digitizes after-sales service with 'TVS Eurogrip Click to Connect'	Online



**United News of India**  
India's Multi Lingual News Agency

Posted at: Feb 12 2021 2:19PM



## **TVS Eurogrip digitizes After-Sales Service with 'TVS Eurogrip Click to Connect'**

Kolkata, Feb 12 (UNI) TVS Srichakra Limited, India's leading 2 & 3 wheeler tyre company, has announced the introduction of "TVS Eurogrip Click to Connect", a customer-centric warranty app in an endeavour to provide speedy after-sales service to its customers.

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Date	Publication	Headline	Edition
14-02-2021	Uandi Automobiles	TVS Eurogrip aftersales services digitized with Click to Connect	Online



## Uandi Automobiles

### TVS Eurogrip aftersales services digitized with Click to Connect

ON FEBRUARY 14, 2021 • ( LEAVE A COMMENT )

One of India's Largest bike and three-wheeler tyre marker TVS Euro grip has digitized it's aftersales services. Company has introduced a customer-centric warranty app. In this article, we are updating you about TVS Eurogrip aftersales service

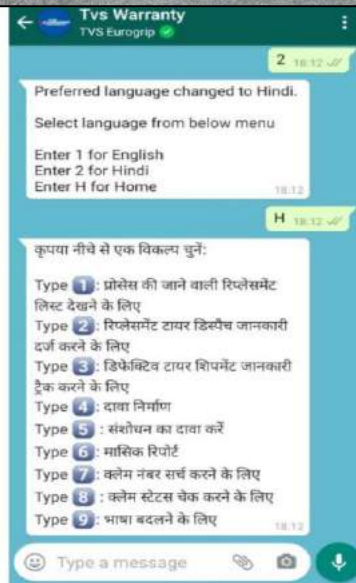


- **TVS Eurogrip digitizes AfterSales Service with "TVS Eurogrip Click to Connect."**
- **A customer-centric warranty best-in-category Warranty App for customers.**
- **The application eliminates the hassle of long waiting periods to resolve their queries.**
- **Quick claim settlement and multi-lingual features (an industry first).**
- **The company aims to cut down the settlement time period considerably and enable completion of the full settlement cycle in less than 24 hours.**

TVS Srichakra Limited, India's leading 2 and 3 wheeler tyre company, has announced the introduction of "TVS Eurogrip Click to Connect", a customer-centric warranty app in an endeavour to provide speedy after-sales service to its customers. The app offers direct benefits that include ease of use, quick claim settlement and multi-lingual features (an industry first).

Click to Connect is a user-friendly application that is part of the company's many digitalization efforts. The app makes a customer's after-sales experience easy and highly interactive, eliminating the hassle of long waiting periods to resolve their queries. It allows retail partners of the company to address issues and complaints received from the customers and helps in providing instant resolution, thereby ensuring timely service. With the launch of this warranty app, the company aims to cut down the settlement time period considerably and enable completion of the full settlement cycle in less than 24 hours. It supports multiple languages including English and major vernacular languages and gives the comfort of using one's own language.

Mr. P. Madhavan, EVP-Sales and Marketing, TVS Srichakra Ltd said, "Click to Connect is testimony to our commitment to customer service of the highest order. This app aims at a speedy resolution of issues and best-in-category turnaround times. For our retail partners, it enables them to address complaints instantly leading to greater customer satisfaction. We want to assure our customers that TVS Eurogrip will continue to take market-leading steps in its digital transformation journey and this app is the benchmark for quick automated settlement solutions in the industry".



TVS Eurogrip Click to Connect - screenshot

Date	Publication	Headline	Edition
17-02-2021	Business Standard	TVS Srichakra gains on signing MoU with Tamil Nadu Govt	Online

## Business Standard

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TVS Srichakra rose 2.51% to Rs 2,083.15 after the company signed a Memorandum of Understanding (MoU) with Tamil Nadu Government for a planned capex program.

TVS Srichakra had planned its capital expenditure program worth Rs 1,000 crore on 8 December 2020. On 16 February 2021, the company signed a Memorandum of Understanding (MoU) with the Government of Tamil Nadu to facilitate this investment program. The announcement was made after market hours yesterday, 16 February 2021.

The company's consolidated net profit surged 183.6% to Rs 36.25 crore on a 12.4% rise in net sales to Rs 572.70 crore in Q3 FY21 over Q3 FY20.

TVS Srichakra, 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.



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