



MEDIA COVERAGE DOCKET

August 2021

PRINT COVERAGE

Date	Publication	Headline	Edition
22-08-2021	Samachar Jagat	TVS becomes technical partner of One Make Championship for third year in a row	Jaipur

लगातार तीसरे साल वन मेक चैंपियनशिप का तकनीकी साझेदार बना टीवीएस

नई दिल्ली (एजेंसी)। दुपहिया और तिपहिया वाहनों के लिए टायर बनाने वाली देश की अग्रणी कंपनी टीवीएस श्रीचक्र लिमिटेड लगातार तीसरे साल भी रेसिंग प्रतियोगिता टीवीएस वन मेक चैंपियनशिप का तकनीकी साझेदार बनी है।

कंपनी के मुख्य तकनीक अधिकारी (शोध एवं विकास) शिव रामकृष्णन ने शनिवार को बताया कि टीवीएस श्रीचक्र वर्ष 1994 में वन मेक चैंपियनशिप शुरू करने वाली देश की पहली टायर निर्माता कंपनी है। उन्होंने कहा कि टीवीएस अपाचे श्रृंखला की बाइकों को इसी रेसिंग डीएनए के आधार पर तैयार किया गया है। इस चैंपियनशिप का आयोजन मद्रास मोटर रेस ट्रैक पर किया

गया है, जो आज से शुरू हो गया है। श्री रामकृष्णन ने कहा कि इस साझेदारी के लिए टीवीएस यूरोग्रिप और टीवीएस अपाचे के बीच रणनीतिक करार किया गया है।

उन्होंने बताया कि इस वर्ष की चैंपियनशिप में टीवीएस यूरोग्रिप के फ्लैगशिप वाले टायर प्रोटोर्क एक्सट्रीम अपाचे आरआर310 में और रेमोरा एड्रॉनिंग को अपाचे आरटीआर200 4वीं बाइक में देखा जा सकता है।

मुख्य तकनीक अधिकारी ने बताया कि वर्ष 2018 तक रेसिंग चैंपियनशिप में भाग लेने वाली बाइकों में यूरोप और जापान से आयातित टायरों का ही इस्तेमाल किया जाता था।

Date	Publication	Headline	Edition
22-08-2021	Dainik Savera	Lagaataar 3 saal one make champinship ka takneeki sajhedaar bana tvs	Chandigarh

लगातार तीसरे साल वन मेक चैम्पियनशिप का तकनीकी साझेदार बना टी.वी.एस.

नई दिल्ली : दोपहिया और तिपहिया वाहनों के लिए टायर बनाने वाली देश की अग्रणी कंपनी टी.वी.एस. श्रीचक्र लिमिटेड लगातार तीसरे साल भी रेसिंग प्रतियोगिता टी.वी.एस. वन मेक चैम्पियनशिप का तकनीकी साझेदार बनी है। कंपनी के मुख्य तकनीक अधिकारी (शोध एवं विकास) शिव रामकृष्णन ने शनिवार को बताया कि टी.वी.एस. श्रीचक्र वर्ष 1994 में वन मेक चैम्पियनशिप शुरू करने वाली देश की पहली टायर निर्माता कंपनी है। उन्होंने कहा कि टी.वी.एस. अपाचे शृंचाला की बाइकों को इसी रेसिंग डी.एन.ए. के आधार पर तैयार किया गया है। इस चैम्पियनशिप का आयोजन मद्रास मोटर रेस ट्रैक पर किया गया है।

Date	Publication	Headline	Edition
27-08-2021	Autocar Professional	TVS Srichakra targets Europe's growing two-wheeler tyre market	National

TVS SRICHAKRA

TVS Srichakra targets Europe's growing two-wheeler tyre market

Global tyre producer Dunlop is eyeing the growing two-wheeler market in Europe, with TVS Srichakra in Europe for the first time. The company is targeting the growing two-wheeler market in Europe, with TVS Srichakra in Europe for the first time. The company is targeting the growing two-wheeler market in Europe, with TVS Srichakra in Europe for the first time.



TVS Srichakra targets Europe's growing two-wheeler tyre market

TVS Srichakra is targeting the growing two-wheeler market in Europe, with TVS Srichakra in Europe for the first time. The company is targeting the growing two-wheeler market in Europe, with TVS Srichakra in Europe for the first time.

SOUTH INDIA SPECIAL



TVS Srichakra is targeting the growing two-wheeler market in Europe, with TVS Srichakra in Europe for the first time. The company is targeting the growing two-wheeler market in Europe, with TVS Srichakra in Europe for the first time.

Following India, TVS Srichakra targets Europe's growing two-wheeler tyre market

TVS Srichakra is targeting the growing two-wheeler market in Europe, with TVS Srichakra in Europe for the first time. The company is targeting the growing two-wheeler market in Europe, with TVS Srichakra in Europe for the first time.

TVS SRICHAKRA



TVS Srichakra is targeting the growing two-wheeler market in Europe, with TVS Srichakra in Europe for the first time. The company is targeting the growing two-wheeler market in Europe, with TVS Srichakra in Europe for the first time.

TVS Srichakra targets Europe's growing two-wheeler tyre market

TVS Srichakra is targeting the growing two-wheeler market in Europe, with TVS Srichakra in Europe for the first time. The company is targeting the growing two-wheeler market in Europe, with TVS Srichakra in Europe for the first time.



ONLINE COVERAGE

Portal: Adgully

URL: <https://www.adgully.com/tvs-eurogrip-tyres-is-technical-partner-for-tvs-one-make-championship-21-107377.html>



The screenshot shows a news article on the Adgully website. The header includes the Adgully logo and navigation links for Advertising, Marketing, Media, PR, Exclusives, Events, and Screenshots. The main headline is "TVS Eurogrip Tyres is 'Technical Partner' for TVS One Make Championship 21". Below the headline, there is a "MARKETING" tag, a "2 MINUTES TO READ" indicator, and the date "AUG 20, 2021". A central image displays the TVS Eurogrip logo. To the right of the image, the text states that TVS Srichakra Ltd. is the leading manufacturer of two & three-wheeler and off-highway tyres, and will power the TVS One Make Championship 2021 as the technical partner for the third year in a row. The article mentions strategic collaboration between TVS Eurogrip and TVS Apache brands. A "RELATED ITEMS" section lists "TYRES" and "TVS MOTORS".

Speaking on the occasion, **Mr. V Sivaramakrishnan, Chief Technology Officer (R&D), TVS Srichakra Ltd.** said, "Machines are always built to the specifications of FMSCI and on straight parts of the track, every racer worth their salt is as good as the other. It is through superior cornering that races are won, and that's where the tyres play a crucial role. Our tyres are designed to give expert riders the confidence to negotiate corners with laser sharp precision at high speeds. We are looking forward to another year of this exciting association with TVS One Make Championship."

This year's edition will see TVS Eurogrip's flagship products Protorq Extreme (Zero Degree Steel Belt Radial tyres) and Remora, adorning TVS Apache RR310 and TVS Apache RTR 200 4V motorcycles.

While talking about the partnership, **Mr. P Madhavan, Executive Vice President, TVS Srichakra Ltd.** said, "TVS Eurogrip has had a long-standing relationship with TVS Motor Company and we are glad to be strategically associated with TVS Racing. As we sign on for the third year in a row as technical partners for TVS One Make Championship, we remain committed towards strengthening two-wheeler racing in India and offering world-class high-performance products for today's new-age bikers."


Portal: Autocar India

URL: <https://mobile.twitter.com/autocarindiamag/status/1428669889514934285>



Portal: Pitch on Net

URL: <http://www.pitchonnet.com/blog/2021/08/20/tvs-eurogrip-tyres-is-technical-partner-for-tvs-one-make-championship-2021/>





the essence of marketing

BREAKING NEWS: [rom Rathekar](#) The

You are here: [Home](#) / [latest-stories](#) / **TVS EUROGRIP TYRES IS 'TECHNICAL PARTNER' FOR TVS ONE MAKE CHAMPIONSHIP 2021**

LATEST STORIES

 **TVS EUROGRIP TYRES IS 'TECHNICAL PARTNER' FOR TVS ONE MAKE CHAMPIONSHIP 2021**
August 20, 2021 | By Team PITCH | 0 | 23



This year's edition will see TVS Eurogrip's flagship products Protory Extreme

TVS Srichakra Ltd., one of India's leading manufacturers of two & three-wheeler and off-highway tyres will power the TVS One Make Championship 2021 as 'Technical Partner' for third year in a row. The partnership entails strategic collaboration between TVS Eurogrip and TVS Apache brands and all motorcycles in the One Make racing event will be shod with custom-designed TVS Eurogrip race tyres. The racing event will be conducted in five rounds at Madras Motor Race Track (MMRT) circuit starting from Saturday, August 21, 2021.

TVS Racing is the pioneer of One Make Championship in the country, being the first Indian manufacturer to introduce the championship in India in 1994. The championship has been a platform for two-wheeler racing enthusiasts and has given the opportunity to become champions. The TVS Apache series of motorcycles have been built over the years as this racing DNA.

Till 2018, imported tyres from Europe and Japan were used in the racing championship. In 2019, TVS Eurogrip race tyres enhanced with special racing compounds were developed by TVS Srichakra, and tested by TVS Racing's champion racers for the extreme track performance. The co-development resulted in the superior TVS Eurogrip race tyres as the preferred choice for TVS One Make Championship machines.

Speaking on the occasion, Mr. V. Sivanakrishnan, Chief Technology Officer (R&D), TVS Srichakra Ltd. said, "Machines are always built to the specifications of FIMSCI and on straight parts of the track, every racer worth their salt is as good as the other. It is through superior cornering that races are won, and that's where the tyres play a crucial role. Our tyres are designed to give expert riders the confidence to negotiate corners with laser sharp precision at high speeds. We are looking forward to another year of this exciting association with TVS One Make Championship."

This year's edition will see TVS Eurogrip's flagship products Protory Extreme (Zero Degree Steel Belt Radial tyre) and Benzara, adorning TVS Apache RR310 and TVS Apache RTR 200 4V motorcycles.

While talking about the partnership, Mr. P. Madhavan, Executive Vice President, TVS Srichakra Ltd. said, "TVS Eurogrip has had a long-standing relationship with TVS Motor Company and we are glad to be strategically associated with TVS Racing. As we sign on for the third year in a row as technical partners for TVS One Make Championship, we remain committed towards strengthening two-wheeler racing in India and offering world-class high-performance products for today's new-age bikers."

Mr. R. Babu, Vice President, (R&D and TVS Racing) commenting on the association, said, "We at TVS Racing, India's first factory racing team, have been consistently working to improve the performance of the machines and the riders in the TVS One Make Championship year on year. With enhanced feedback from the TVS Eurogrip, the rider will feel more confident in the race and will gradually progress with outstanding results in TVS Apache RR310 and TVS Apache RTR 200 4V categories. We look forward to the continued fruitful association with TVS Srichakra Ltd."

Portal: Media Brief

URL: <https://mediabrief.com/tvs-eurogrip-tyres-one-make-championship-2021/>



The screenshot shows a news article on the Mediabrief website. The header includes the Mediabrief logo and navigation links for Home, Media, Podcasts, Digital, and Leaderbrief. The article title is "TVS Eurogrip Tyres becomes 'Technical Partner' for TVS One Make Championship 2021". The byline is "By The News Desk - August 21, 2021". Below the title are social media sharing icons for Facebook, Twitter, LinkedIn, WhatsApp, Telegram, Email, and Print. A large image shows the TVS Eurogrip logo. The article text discusses the partnership between TVS Srichakra Ltd. and TVS Eurogrip for the 2021 TVS One Make Championship.

TVS Srichakra Ltd., manufacturers of two & three-wheeler and off-highway tyres will power the TVS One Make Championship 2021 as *Technical Partner* for third year in a row.

The partnership entails strategic collaboration between **TVS Eurogrip** and **TVS Apache** brands and all motorcycles in the One Make racing event will be shod with custom-designed TVS Eurogrip race tyres. The racing event will be conducted in five rounds at Madras Motor Race Track (MMRT) circuit starting from Saturday, August 21, 2021.

TVS Racing is the pioneer of One Make Championship in the country, being the first Indian manufacturer to introduce the championship in India in 1994. The championship has been a platform for two-wheeler racing enthusiasts and has given the opportunity to become champions. The TVS Apache series of motorcycles have been built over the years on this racing DNA.

Till 2018, imported tyres from Europe and Japan were used in the racing championship. In 2019, TVS Eurogrip race tyres enhanced with special racing compounds were developed by TVS Srichakra, and tested by TVS Racing's champion racers for the extreme track performance. The co-development resulted in the superior TVS Eurogrip race tyres as the preferred choice for TVS One Make Championship machines.

Portal: Passionate in Marketing

URL: <https://www.passionateinmarketing.com/tvs-eurogrip-tyres-is-technical-partner-for-tvs-one-make-championship-2021/>



Passionate in Marketing
Marketers in Conversation

NEWS & ARTICLES ▾ RESEARCH REPORTS TALK & EVENTS

← Ads by Google
Stop seeing this ad Why this ad? ⓘ

Home > Articles > TVS Eurogrip Tyres is 'Technical Partner' for TVS One Make Championship 2021


Articles Latest from Marketing World Sports Talk & Events

TVS Eurogrip Tyres is 'Technical Partner' for TVS One Make Championship 2021

By Passionate in Marketing · August 20, 2021



Define Tomorrow **ADVERTISEMENT** **VIEW MORE**



Mumbai, August 20, 2021: TVS Srichakra Ltd., one of India's leading manufacturers of two & three-wheeler and off-highway tyres will power the **TVS One Make Championship 2021** as 'Technical Partner' for third year in a row. The partnership entails strategic collaboration between TVS Eurogrip and TVS Apache brands and all motorcycles in the One Make racing event will be shod with custom-designed TVS Eurogrip race tyres. The racing event will be conducted in five rounds at Madras Motor Race Track (MMRT) circuit starting from Saturday, August 21, 2021.

Speaking on the occasion, **Mr. V Sivaramakrishnan, Chief Technology Officer (R&D), TVS Srichakra Ltd.**, said, "Machines are always built to the specifications of FMSQ and on straight parts of the track, every racer worth their salt is as good as the other. It is through superior cornering that races are won, and that's where the tyres play a crucial role. Our tyres are designed to give expert riders the confidence to negotiate corners with laser sharp precision at high speeds. We are looking forward to another year of this exciting association with TVS One Make Championship."

This year's edition will see TVS Eurogrip's flagship products Protog Extreme (Zero Degree Steel Belt Radial tyres) and Ramora adorning TVS Apache RR310 and TVS Apache RTR 200 4V motorcycles.

While talking about the partnership, **Mr. P Madhavan, Executive Vice President, TVS Srichakra Ltd.**, said, "TVS Eurogrip has had a long-standing relationship with TVS Motor Company and we are glad to be strategically associated with TVS Racing. As we sign on for the third year in a row as technical partners for TVS One Make Championship, we remain committed towards strengthening two-wheeler racing in India and offering world-class high-performance products for today's new-age bikers."

Mr. R. Babu, Vice President, (R&D and TVS Racing) commenting on the association, said, "We at TVS Racing, India's first factory racing team, have been consistently working to improve the performance of the machine and the riders in the TVS One Make Championship year on year. With enhanced feedback from the TVS Eurogrip, the rider will feel more confident in the race and will gradually progress with outstanding results in TVS



The screenshot shows the top portion of a web article. On the left is the 'BIZ BEHIND SPORTS' logo. To its right is a navigation menu with links for NEWS, STARTUPS, PROFILE, BUCKS, TECHNOLOGY, SCIENCE, EVENTS, and EDIFICATION. Below the menu is a 'Share' button followed by icons for Facebook, Twitter, LinkedIn, WhatsApp, and Email. Further down, there is a metadata line: '@ BIZBEHINDSPORTS', a calendar icon for 'AUGUST 20, 2021', a speech bubble icon for 'NO COMMENTS', and a clock icon for '2 MIN READ'. The main headline reads 'TVS Eurogrip 'technical partner' for TVS One Make C'ship 2021'. Below the headline is the category 'DEALS'.

Speaking on the occasion, TVS Srichakra Ltd, chief technology officer (R&D), V Sivaramakrishnan said, "Machines are always built to the specifications of FMSCI and on straight parts of the track, every racer worth their salt is as good as the other. It is through superior cornering that races are won, and that's where the tyres play a crucial role. Our tyres are designed to give expert riders the confidence to negotiate corners with laser-sharp precision at high speeds. We are looking forward to another year of this exciting association with TVS One Make Championship."

TVS Racing is the pioneer of One Make Championship in the country, being the first Indian manufacturer to introduce the championship in India in 1994. The championship has been a platform for two-wheeler racing enthusiasts and has given them the opportunity to become champions. The TVS Apache series of motorcycles have been built over the years on this racing DNA.

This year's edition will see TVS Eurogrip's flagship products Protorq Extreme (Zero Degree Steel Belt Radial tyres) and Remora adorning TVS Apache RR310 and TVS Apache RTR 200 4V motorcycles.

Portal: Fastbikes.com

URL: <https://www.fastbikesindia.com/motorsport/tvs-eurogrip-technical-partner-for-tvs-one-make-championship>



TVS Eurogrip Tyres signed on as 'Technical Partner' for TVS One Make Championship 2021

The partnership, now in its third year, will ensure all motorcycles in the TVS One Make Championship will be equipped with TVS Eurogrip Tyres



Aaradhya Singh
Aug 23, 2021, 5:30 PM

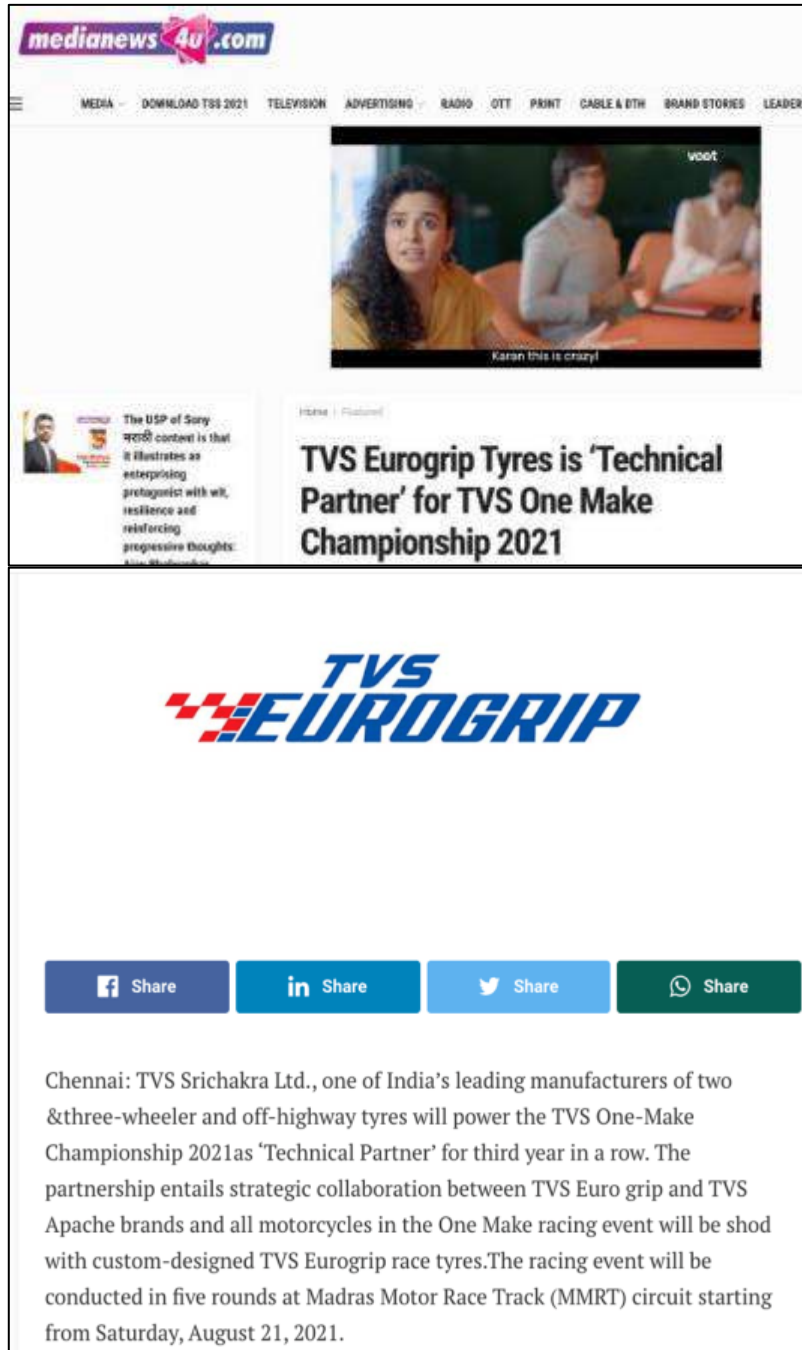


TVS Eurogrip Tyres has been signed on as a "Technical Partner" for the TVS One Make Championship 2021. This partnership, which began in 2019, has now entered its third year of continuous running so far.

The TVS One Make Championship has relied on European and Japanese imported tyres till 2018, following which TVS Srichakra stepped up and manufactured TVS Eurogrip Tyres enhanced with special compounds. These

Portal: Medianews4u.com

URL: <https://www.medianews4u.com/tvs-eurogrip-tyres-is-technical-partner-for-tvs-one-make-championship-2021/>



The screenshot shows a news article on the Medianews4u.com website. The article title is "TVS Eurogrip Tyres is 'Technical Partner' for TVS One Make Championship 2021". The article text states: "Chennai: TVS Srichakra Ltd., one of India's leading manufacturers of two & three-wheeler and off-highway tyres will power the TVS One-Make Championship 2021 as 'Technical Partner' for third year in a row. The partnership entails strategic collaboration between TVS Euro grip and TVS Apache brands and all motorcycles in the One Make racing event will be shod with custom-designed TVS Eurogrip race tyres. The racing event will be conducted in five rounds at Madras Motor Race Track (MMRT) circuit starting from Saturday, August 21, 2021." The article also features a video player with a thumbnail showing a woman speaking and the text "Karan this is crazy!".

Portal: Tyre Trends

URL: <https://www.pin-365.com/articles/tvs-eurogrip-to-power-tvs-one-make-championship-2021>



The screenshot shows a news article header with the following elements:

- Navigation Bar:** Includes the PIN 365 logo (with the tagline 'PROVIDING WHAT IS TO BE WANTED'), the TyreTrends logo (with the tagline 'Leading News Source'), and a breadcrumb trail: 'Pin > Tyre Trends > TVS Eurogrip To Power TVS One-Make Championship 2021'. There are also links for 'Topics', 'Current Edition', and 'Explore Pin'.
- Image:** A large graphic of the TVS Eurogrip logo, featuring the word 'TVS' in blue above 'EUROGRIP' in blue with a red checkered pattern on the left.
- Metadata:** A small icon of a person and the text 'By TT News | Aug 20, 2021'.
- Section Header:** 'TVS Eurogrip To Power TVS One-Make Championship 2021' in a bold, dark red font.
- Text Snippets:**
 - 'TVS Eurogrip will continue as the 'technical partner' of TVS One-Make Championship for the third year in a row.'
 - 'The collaboration between TVS Eurogrip and TVS Apache brands will see all competing motorcycles shod with a custom-designed TVS Eurogrip tyre. This year's competition will utilise Protorg Extreme and Remora on TVS Apache RR310 and RTR.'

Portal: IndianTelevision

URL: <https://www.indiantelevision.com/mam/marketing/mam/tvs-eurogrip-tyres-is-technical-partner-for-tvs-one-make-championship-2021-210820>



INDIANtelevision TELEVISION CABLE TV DTH INDORE MARK BOMBAY REGULATORS REG

TVS Eurogrip Tyres is 'technical partner' for TVS One Make Championship 2021

The championship has been a platform for two-wheeler racing enthusiasts.

20 Aug, 2021 - 03:07 PM IST | By indiantelevision.com Team

Mumbai: TVS Srichakra Ltd, manufacturer of two & three-wheeler and off-highway tyres will power the TVS One Make Championship 2021 as a 'technical partner' for the third year in a row.

The partnership entails strategic collaboration between TVS Eurogrip and TVS Apache brands and all motorcycles in the One Make

TVS EUROGRIP

Portal: Media Infoline

URL: <https://www.mediaonline.com/automobiles/tvs-srichakra-ltd-will-power-the-tvs-one-make-championship-2021-as-technical-partner>



media infoline

HOME | ADVERTISING | GUEST TALK | INTERVIEW | NEWS | LIFESTYLE | EDUCATION

Home / Automobiles / TVS Srichakra Ltd. will power the TVS One Make Championship 2021 as 'Technical Partner'

NEWS

TVS Srichakra Ltd. Will Power The TVS One Make Championship 2021 As 'Technical Partner'

By Shreeshree Chakrabarty
Aug 20, 2021, 17:05 Pm

TVS EUROGRIP

TVS Srichakra Ltd., one of India's leading manufacturers of two & three-wheeler and off-highway tyres will power the TVS One Make Championship 2021 as 'Technical Partner' for the third year in a row. The partnership entails strategic collaboration between TVS Eurogrip and TVS Apache brands and all motorcycles in the One Make racing event will be shod with custom-designed TVS Eurogrip race tyres. The racing event will be conducted in five rounds at Madras Motor Race Track (MMRT) circuit starting from Saturday, August 21, 2021.

TVS Racing is the pioneer of One Make Championship in the country, being the first **Indian manufacturer** to introduce the championship in India in 1994. The championship has been a platform for two-wheeler racing enthusiasts and has given the opportunity to become champions. The TVS Apache series of motorcycles have been built over the years on this racing DNA.

Portal: SportzPower

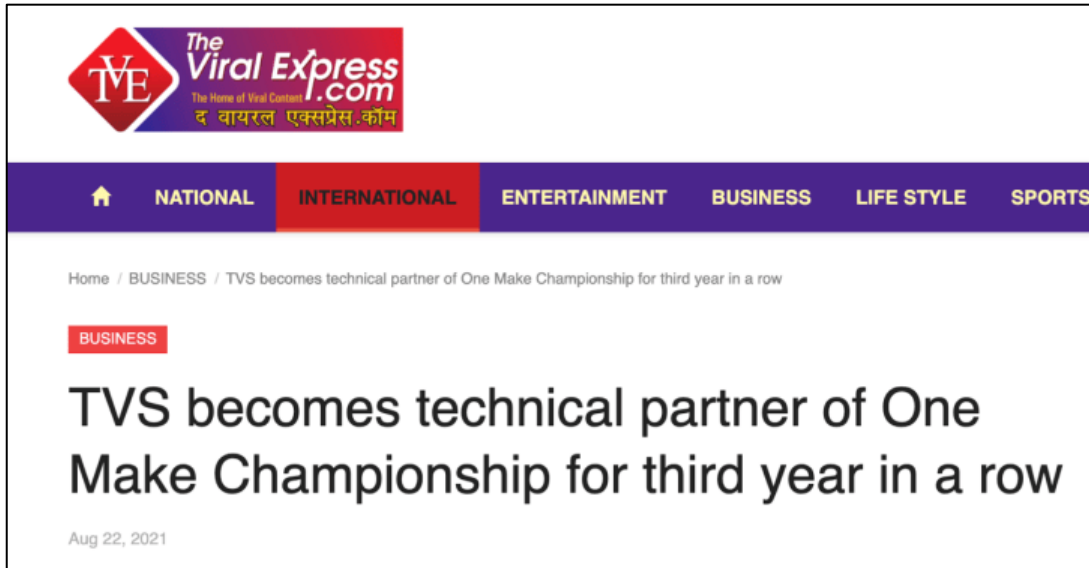
URL: <https://www.sportzpower.com/index.php/node/12605>



The screenshot shows a news article on the SportzPower website. At the top is a navigation menu with links: HOME, NEWS, INTERVIEWS, SPECIAL FEATURES, COMPANY RELEASES, BY SPORTS, BY CATEGORY, SUBSCRIBE, and CONFERENCES. Below the menu is the SportzPower logo, which includes the text 'SportzPower' and 'KNOWLEDGE BUSINESS INSIGHT'. The main headline of the article is 'TVS Eurogrip 'technical partner' for TVS One Make C'ship 2021'. Below the headline, there are two grey boxes: one containing the date 'Aug 20, 2021 12:08' and another containing the author 'SportzPower Team'. At the bottom of the article is the TVS Eurogrip logo, featuring the text 'TVS EUROGRIP' with a checkered flag graphic.

Portal: TheViralExpress.com

URL: <https://www.theviralexpress.com/business-news-english/tvs-becomes-technical-partner-of-one-make-championship-for-third-year-in-a-row-56330>



The screenshot shows the top portion of a news article on The Viral Express website. At the top left is the logo for 'The Viral Express .com', which includes a red diamond with 'VE' and the text 'The Home of Viral Content' and 'द वायरल एक्सप्रेस .कॉम'. Below the logo is a navigation bar with a home icon and links for 'NATIONAL', 'INTERNATIONAL', 'ENTERTAINMENT', 'BUSINESS', 'LIFE STYLE', and 'SPORTS'. The 'INTERNATIONAL' link is highlighted in red. Below the navigation bar, the breadcrumb trail reads 'Home / BUSINESS / TVS becomes technical partner of One Make Championship for third year in a row'. A red 'BUSINESS' tag is positioned above the main headline. The headline itself is 'TVS becomes technical partner of One Make Championship for third year in a row'. Below the headline, the date 'Aug 22, 2021' is displayed.

New Delhi: TVS Srichakra Limited, the country's leading manufacturer of tires for two wheelers and three wheelers, has become the technical partner of the racing competition TVS One Make Championship for the third consecutive year. The company's Chief Technology Officer (R&D) Siva Ramakrishnan said on Saturday that TVS Srichakra is the first tire manufacturer in the country to start the One Make Championship in the year 1994. He said that the TVS Apache series bikes have been designed based on this racing DNA. The championship has been organized at Madras Motor Race Track, which has started from today.

Ramakrishnan said that a strategic agreement has been signed between TVS Eurogrip and TVS Apache for this partnership. The flagship tires of TVS Eurogrip can be seen in the Protocar Xtreme Apache RR310 and Remora adorning the Apache RTR200 4V bike in this year's championship, he added.

Portal: Tires and Automotive Parts

URL: <https://tiresandparts.net/news/tvs-eurogrip-tyres-is-technical-partner-for-tvs-one-make-championship-2021/>



TVS Srichakra Ltd., one of India's leading manufacturers of two & three-wheeler and off-highway tyres will power the TVS One Make Championship 2021 as 'Technical Partner' for third year in a row. The partnership entails strategic collaboration between TVS Eurogrip and TVS Apache brands and all motorcycles in the One Make racing event will be shod with custom-designed TVS Eurogrip race tyres. The racing event will be conducted in five rounds at Madras Motor Race Track (MMRT) circuit starting from Saturday, August 21, 2021.

TVS Racing is the pioneer of One Make Championship in the country, being the first Indian manufacturer to introduce the championship in India in 1994. The championship has been a platform for two-wheeler racing enthusiasts and has given the opportunity to become champions. The TVS Apache series of motorcycles have been built over the years on this racing DNA.

Till 2018, imported tyres from Europe and Japan were used in the racing championship. In 2019, TVS Eurogrip race tyres enhanced with special racing compounds were developed by TVS Srichakra, and tested by TVS Racing's champion racers for the extreme track performance. The co-development resulted in the superior TVS Eurogrip race tyres as the preferred choice for TVS One Make Championship machines.

Speaking on the occasion, Mr. V Sivaramakrishnan, Chief Technology Officer (R&D), TVS Srichakra Ltd. said, "Machines are always built to the specifications of FMSCI and on straight parts of the track, every racer worth their salt is as good as the other. It is through superior cornering that races are won, and that's where the tyres play a crucial role. Our tyres are designed to give expert riders the confidence to negotiate corners with laser sharp precision at high speeds. We are looking forward to another year of this exciting association with TVS One Make Championship."

This year's edition will see TVS Eurogrip's flagship products Protorq Extreme (Zero Degree Steel Belt Radial tyres) and Remora adorning TVS Apache RR310 and TVS Apache RTR 200 4V motorcycles.



TVS Eurogrip Tyres Is 'Technical Partner' For TVS One Make Championship 2021

By India Education Diary ... On Aug 20, 2021



Mumbai: TVS Srichakra Ltd., one of India's leading manufacturers of two & three-wheeler and off-highway tyres will power the TVS One Make Championship 2021 as 'Technical Partner' for third year in a row. The partnership entails strategic collaboration between TVS Eurogrip and TVS Apache brands and all motorcycles in the One Make racing event will be shod with custom-designed TVS Eurogrip race tyres. The racing event will be conducted in five rounds at Madras Motor Race Track (MMRT) circuit starting from Saturday, August 21, 2021.

TVS Racing is the pioneer of One Make Championship in the country, being the first Indian manufacturer to introduce the championship in India in 1994. The championship has been a platform for two-wheeler racing enthusiasts and has given the opportunity to become champions. The TVS Apache series of motorcycles have been built over the years on this racing DNA.

THE NEWS STRIKE

VOCAL FOR LOCAL NEWS

f
Twitter
WhatsApp
Telegram

HOME BUSINESS POLITICS EDUCATION TECHNOLOGY NEWS UPDATE

ENTERTAINMENT WRITE FOR US **RSS FEED**

TVS EUROGRIP TYRES IS 'TECHNICAL PARTNER' FOR TVS ONE MAKE CHAMPIONSHIP 2021

Ankur Sharma | August 20, 2021 | News Update | No Comments



TVS Srichakra Ltd., one of India's leading manufacturers of two & three-wheeler and off-highway tyres will power the **TVS One Make Championship 2021** as 'Technical Partner' for third year in a row. The partnership entails strategic collaboration between TVS Eurogrip and TVS Apache brands and all motorcycles in the One Make racing event will be shod with custom-designed TVS Eurogrip race tyres. The racing event will be conducted in five rounds at Madras Motor Race Track (MMRT) circuit starting from Saturday, August 21, 2021.

TVS Racing is the pioneer of One Make Championship in the country, being the first Indian manufacturer to introduce the championship in India in 1994. The championship has been a platform for two-wheeler racing enthusiasts and has given the opportunity to become champions. The TVS Apache series of motorcycles have been built over the years on this racing DNA.

Till 2018, imported tyres from Europe and Japan were used in the racing championship. In 2019, TVS Eurogrip race tyres enhanced with special racing compounds were developed by TVS Srichakra, and tested by TVS Racing's champion racers for the extreme track performance. The co-development resulted in the superior TVS Eurogrip race tyres as the preferred choice for TVS One Make Championship machines.



CORPORATE NEWS

[Previous story:](#)

[Next story:](#)

Swisswatchcompany.in introduces amazing collection and offers for Raksha Bandhan

TVS Eurogrip Tyres is 'Technical Partner' for TVS One Make Championship 2021

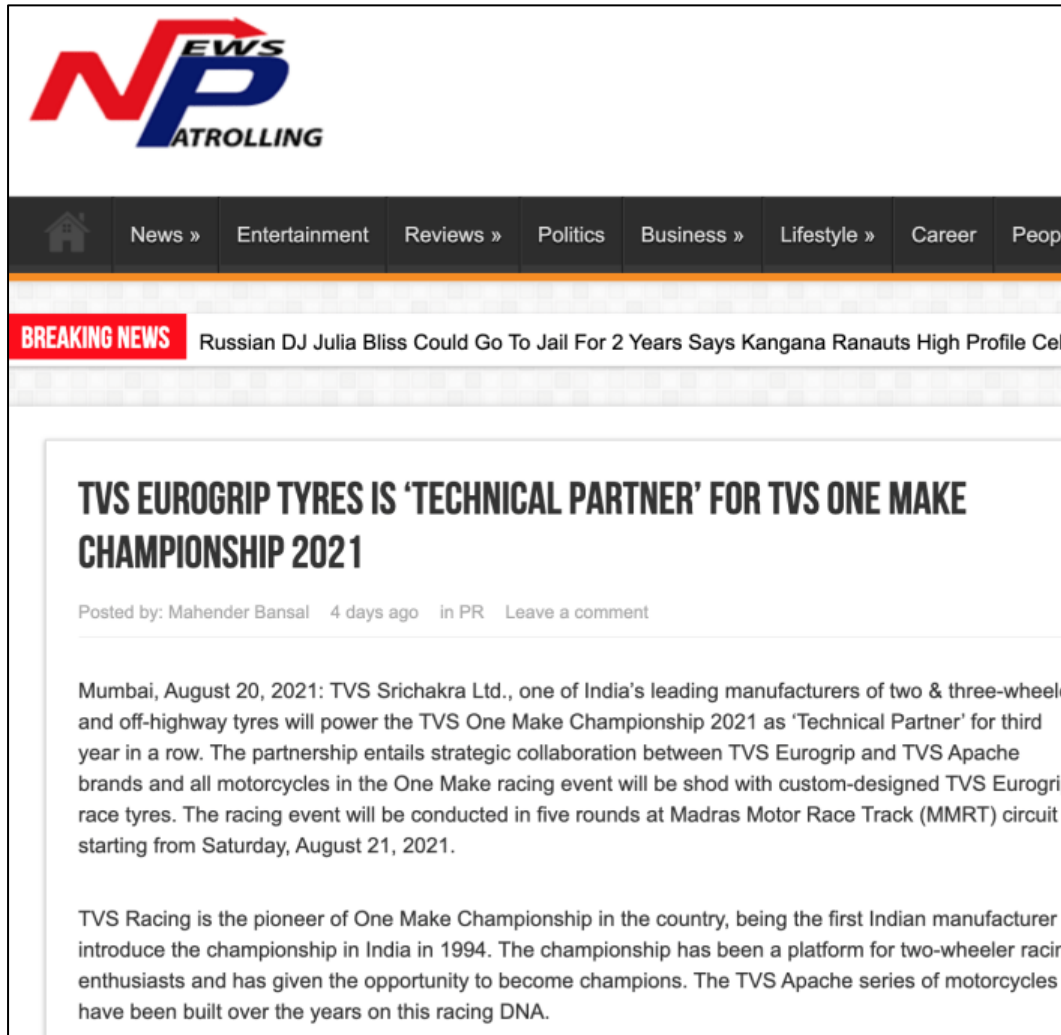
Published on August 20, 2021

Mumbai : TVS Srichakra Ltd., one of India's leading manufacturers of two & three-wheeler and off-highway tyres will power the **TVS One Make Championship 2021** as 'Technical Partner' for third year in a row. The partnership entails strategic collaboration between TVS Eurogrip and TVS Apache brands and all motorcycles in the One Make racing event will be shod with custom-designed TVS Eurogrip race tyres. The racing event will be conducted in five rounds at Madras Motor Race Track (MMRT) circuit starting from Saturday, August 21, 2021.

TVS Racing is the pioneer of One Make Championship in the country, being the first Indian manufacturer to introduce the championship in India in 1994. The championship has been a platform for two-wheeler racing enthusiasts and has given the opportunity to become champions. The TVS Apache series of motorcycles have been built over the years on [this racing DNA](#).

Portal: NewsPatrolling.com

URL: <https://www.newspatrolling.com/tvs-eurogrip-tyres-is-technical-partner-for-tvs-one-make-championship-2021/>



The screenshot shows the NewsPatrolling.com website. At the top is the logo for NewsPatrolling, featuring a stylized 'NP' in red and blue with 'NEWS' above and 'PATROLLING' below. Below the logo is a navigation menu with links for Home, News, Entertainment, Reviews, Politics, Business, Lifestyle, Career, and People. A red banner with white text reads 'BREAKING NEWS Russian DJ Julia Bliss Could Go To Jail For 2 Years Says Kangana Ranauts High Profile Cell'. The main article is titled 'TVS EUROGRIP TYRES IS 'TECHNICAL PARTNER' FOR TVS ONE MAKE CHAMPIONSHIP 2021'. The article is posted by Mahender Bansal 4 days ago in PR. The text of the article states: 'Mumbai, August 20, 2021: TVS Srichakra Ltd., one of India's leading manufacturers of two & three-wheeler and off-highway tyres will power the TVS One Make Championship 2021 as 'Technical Partner' for third year in a row. The partnership entails strategic collaboration between TVS Eurogrip and TVS Apache brands and all motorcycles in the One Make racing event will be shod with custom-designed TVS Eurogrip race tyres. The racing event will be conducted in five rounds at Madras Motor Race Track (MMRT) circuit starting from Saturday, August 21, 2021. TVS Racing is the pioneer of One Make Championship in the country, being the first Indian manufacturer to introduce the championship in India in 1994. The championship has been a platform for two-wheeler racing enthusiasts and has given the opportunity to become champions. The TVS Apache series of motorcycles have been built over the years on this racing DNA.'

Portal: BusinessNewsThisWeek

URL: <http://businessnewsthisweek.com/business/tvs-eurogrip-tyres-is-technical-partner-for-tvs-one-make-championship-2021/>

BUSINESS NEWS THIS WEEK
A LEADING BUSINESS NEWS PORTAL

HOME BUSINESS BUSINESS PROFILE ENTREPRENEURSHIP NEWS HEADLINES PRESS RELEASES CONTACT US

NEWS TICKER > [August 24, 2021] Acelex Announces Further Automation of Critical Workflows For Private

HOME > BUSINESS > TVS Eurogrip Tyres is 'Technical Partner' for TVS One Make Championship 2021



TVS Eurogrip Tyres is 'Technical Partner' for TVS One Make Championship 2021

August 20, 2021 Prabeen Dansil Business 0

TVS EUROGRIP



TVS Srichakra Ltd., one of India's leading manufacturers of two & three-wheeler and off-highway tyres will power the TVS One Make Championship 2021 as 'Technical Partner' for third year in a row. The partnership entails strategic collaboration between TVS Eurogrip and TVS Apache brands and all motorcycles in the One Make racing event will be shod with custom-designed TVS Eurogrip race tyres. The racing event will be conducted in five rounds at Madras Motor Race Track (MMRT) circuit starting from Saturday, August 21, 2021.

TVS Racing is the pioneer of One Make Championship in the country, being the first Indian manufacturer to introduce the championship in India in 1994. The championship has been a platform for two-wheeler racing enthusiasts and has given the opportunity to become champions. The TVS Apache series of motorcycles have been built over the years on this racing DNA.



RNI No.: MAHENG/2020/79257
August 24, 2021 Tuesday, 11:11:53 PM

Apeksha Sandesh is registered under the Press and Registration of Books Act, 1867 by the office of the Registrar of Newspapers for India (RNI), Ministry of Information and Broadcasting, Government of India.

TVS Eurogrip Tyres is 'Technical Partner' for TVS One Make Championship 2021

Press Trust of India Aug 21, 2021



Mumbai: TVS Srichakra Ltd., one of India's leading manufacturers of two & three-wheeler and off-highway tyres will power the TVS One Make Championship 2021 as 'Technical Partner' for third year in a row. The partnership entails strategic collaboration between TVS Eurogrip and TVS Apache brands and all motorcycles in the One Make racing event will be shod with custom-designed TVS Eurogrip race tyres. The racing event will be conducted in five rounds at Madras Motor Race Track (MMRT) circuit starting from Saturday, August 21, 2021.

TVS Racing is the pioneer of One Make Championship in the country, being the first Indian manufacturer to introduce the championship in India in 1994. The championship has been a platform for two-wheeler racing enthusiasts and has given the opportunity to become champions. The TVS Apache series of motorcycles have been built over the years on this racing DNA.

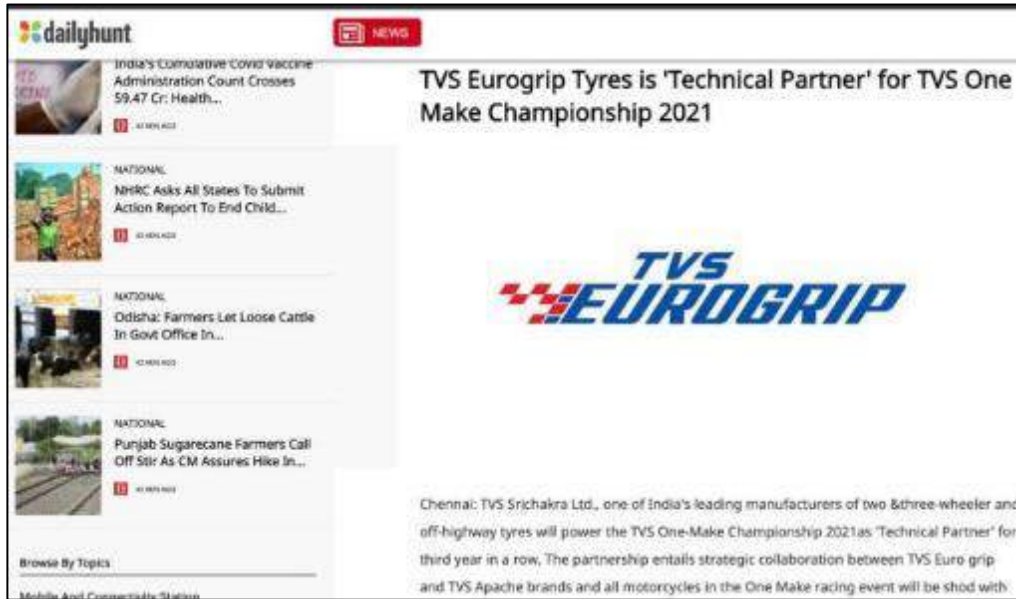
Till 2018, imported tyres from Europe and Japan were used in the racing championship. In 2019, TVS Eurogrip race tyres enhanced with special racing compounds were developed by TVS Srichakra, and tested by TVS Racing's champion racers for the extreme track performance. The co-development resulted in the superior TVS Eurogrip race tyres as the preferred choice for TVS One Make Championship machines.

Speaking on the occasion, Mr. V Sivaramakrishnan, Chief Technology Officer (R&D), TVS Srichakra Ltd. said, "Machines are always built to the specifications of FMSCI and on straight parts of the track, every racer worth their salt is as good as the other. It is through superior cornering that races are won, and that's where the tyres play a crucial role. Our tyres are designed to give expert riders the confidence to negotiate corners with laser sharp precision at high speeds. We are looking forward to another year of this exciting association with TVS One Make Championship."

This year's edition will see TVS Eurogrip's flagship products Protorq Extreme (Zero Degree Steel Belt Radial tyres) and Remora adorning TVS Apache RR310 and TVS Apache RTR 200 4V motorcycles.

Portal: DailyHunt

URL: <https://m.dailyhunt.in/news/india/english/tvnews4u-epaper-tvnews/tvs+eurogrip+tyres+is+technical+partner+for+tv+s+one+make+championship+2021-newsid-n308762358>



dailyhunt NEWS

India's Cumulative Covid Vaccine Administration Count Crosses 59.47 Cr: Health...


NATIONAL
NHRC Asks All States To Submit Action Report To End CHN...

NATIONAL
Odisha: Farmers Let Loose Cattle In Govt Office In...

NATIONAL
Punjab Sugarcane Farmers Call Off Stir As CM Assures Hike In...

Browse By Topics
Mobile And Commercial Station

TVS Eurogrip Tyres is 'Technical Partner' for TVS One Make Championship 2021



Chennai: TVS Srichakra Ltd., one of India's leading manufacturers of two & three-wheeler and off-highway tyres will power the TVS One-Make Championship 2021 as 'Technical Partner' for third year in a row. The partnership entails strategic collaboration between TVS Euro grip and TVS Apache brands and all motorcycles in the One Make racing event will be shod with

Portal: The Hindu

URL: [Top Business News of The Day: India's Maruti Suzuki sees production impact from semiconductor shortage; Sensex rallies 663 pts to close above 57k-mark; Nifty scales 17k; Oil falls as Hurricane causes damage and more - The Hindu](#)

4:38 P.M.

TVS Srichakra forays into Indonesian market with Eurogrip range of tyres

The manufacturer of two and three-wheeler tyres, TVS Srichakra, on Tuesday announced its foray into the Indonesian market, with the Eurogrip range of tyres, in its bid to strategically build a strong presence in the Southeast Asian nation.

The first product line to be launched is "Eurogrip Bee City" – a range of two-wheeler tyres completely customized to suit the needs of Indonesian riders' urban lifestyle and road conditions, *PTI* reported.

TVS Srichakra forays into Indonesian market

Nandini Sen Gupta/TNN/Updated: Aug 31, 2021, 16:40 IST

"Our Indian and international research and development teams have come together to develop Eurogrip Bee City range of tyres. In the preparatory phase, we conducted detailed market research and studies to understand various parameters ranging from tyre quality functions, pattern preferences and customer usage. Further, the tyre prototypes developed were put through rigorous testing in local Indonesia conditions and were exposed to over 8 lakh kilometres of riding over four months each of wet and dry seasons. The test riders rated our tyres better than competition in several aspects that include grip, cornering, handling and maneuverability. We are confident that these tyres will delight our Indonesian customers with an effortless riding experience suited for different conditions," said Sivaramakrishnan V, chief technology officer, [TVS Srichakra Ltd.](#)

Eurogrip Bee City tyres come with an asymmetric pattern with centre groove. The tyres have polymer compounds that provide uniform traction and wear with skid-proofing on wet roads as well as good wet and dry grip. The stronger reinforced casing gives durability and longer tyre life. They are compatible with a wide range of bike models such as Yamaha Jupiter Z, Suzuki Smash, Honda Beat and more. Bee City tyres have some of the international Eurogrip technologies like Optimized Tread Pattern Design Technology (OpT-PaD), Air Seal-Inner Liner Technology (A-SeT) and Roll Balanced Unique Tyre Construction (RoBusT).

"This is an exciting moment for us as we further build Eurogrip as a strong global brand and foray into the Indonesian market. Indonesia will be one of our important international markets going forward and we will invest in terms of infrastructure, sales processes as well as brand. Eurogrip Bee City is the first of many products we have planned under the 'Bee' sub-brand for this market. Bees are known to be very hard working, always on the move and are seen as guardians against pollution - a good representation of scooter and urban motorbike riders who continuously move, connecting with people, places and activities. This is how the name 'Bee City' came into being. We have upcoming products in the Sport &

TVS Srichakra forays into Indonesian market with Eurogrip range of tyres

The manufacturer of two and three-wheeler tyres, TVS Srichakra, on Tuesday announced its foray

ALSO READ

[K Madhavan elevated as President of Walt Disney Company India, Star India](#)

[Honda hopes new Civic hatchback to be basis for more efficient cars](#)

[Yamaha Motor slashes price of FZ 25 bike range by up to Rs 19,300](#)

[Honda to launch made-in-India SUV by 2023, size and pricing not disclosed](#)

[Honda 2Wheeler's India's July sequential sales up by 66%](#)

The manufacturer of two and three-wheeler tyres, TVS Srichakra, on Tuesday announced its foray into the Indonesian market, with the Eurogrip range of tyres, in its bid to strategically build a strong presence in the Southeast Asian nation.

The first product line to be launched is "Eurogrip Bee City" a range of two-wheeler tyres completely customized to suit the needs of Indonesian riders' urban lifestyle and road conditions, the company said in a release.

These tyres are suited for popular scooter and motorbike models in Indonesia and come in five sizes to start with. The range will be available immediately in Jakarta, Bandung, Semarang and Surabaya.

In the second phase, these tyres will be available in seven other cities – Palembang, Medan, Pontianak,

Samarinda, Manado, Banjarmasin and Makassar, it stated.

TVS Srichakra is committed to strategically build a strong presence in the attractive Indonesian two-wheeler tyre market, the company said.

"Indonesia will be one of our important international markets going forward and we will invest in terms of infrastructure, sales processes as well as brand, said Madhavan, EVP for sales and marketing, TVS Srichakra Ltd.

Eurogrip Bee City is the first of many products that the company has planned under the "Bee" sub-brand for this market, he said, adding, "we have upcoming products in the Sport and On-Off segments being developed under the same sub-brand".

These tyres have high flexibility polymer compounds that provide uniform traction and wear with skid-proofing on wet roads as well as excellent wet and dry grip. The stronger reinforced casing gives high durability and long tyre life, the company said.

They are compatible with a wide range of bike models such as Yamaha Jupiter Z, Suzuki Smash, Honda Beat, among others, it said.

"We are confident that these tyres will delight our Indonesian customers with an effortless riding experience suited for different conditions," said Sivaramakrishnan V, Chief Technology Officer, TVS Srichakra Ltd.

To start with, customers can choose from a product line consisting of five tyre sizes, three patterns and 13 products and will be offered with a 4-year warranty period, TVS Srichakra said.

(Only the headline and picture of this report may have been reworked by the Business Standard staff; the rest of the content is auto-generated from a syndicated feed.)



TVS Srichakra enters Indonesia with Eurogrip two-wheeler tyre range

Our Bureau | Chennai | Updated on August 31, 2021



Eurogrip Bee City to be launched as first product line

TVS Srichakra, a leading manufacturer of two and three-wheeler and off-highway tyres,

announced its entry into the Indonesian market with the Eurogrip range of tyres.

The first product line to be launched is 'Eurogrip Bee City' – a range of two-wheeler tyres, completely customised to suit the needs of Indonesian riders' urban lifestyle and road conditions. These tyres are suited for popular scooter and motorbike models in Indonesia and come in five sizes to start with, according to a statement.

companies/

SUBSCRIBER EXCLUSIVE

<p>Auto-Focus New Royal Enfield Classic 350 review: An...</p>	<p>News-Analysis Aml Organics IPO: Growth prospects come with...</p>
--	---

"Indonesia will be one of our important international markets going forward and we will invest in terms of infrastructure, sales processes as well as brand, said Madhavan, EVP – Sales and Marketing, TVS Srichakra.

'Bee' sub-brand

Eurogrip Bee City is the first of many products the company has planned under the 'Bee' sub-brand for this market. Bees are known to be very hard working, always on the move and are seen as guardians against pollution - a good representation of scooter and urban motorbike riders who continuously move, connecting with people, places and activities. This is how the name 'Bee City' came into being. "We have upcoming products in the

Portal: Free Press Journal

URL: <https://www.freepressjournal.in/business/tvs-srichakra-forays-into-indonesian-market-with-eurogrip-range-of-tyres>

Updated on: Tuesday, August 31, 2021, 05:45 PM IST

TVS Srichakra forays into Indonesian market with Eurogrip range of tyres

PTI

The manufacturer of two and three-wheeler tyres, TVS Srichakra, on Tuesday announced its foray into the Indonesian market, with the Eurogrip range of tyres, in its bid to strategically build a strong presence in the Southeast Asian nation.

The first product line to be launched is "Eurogrip Bee City" - a range of two-wheeler tyres completely customized to suit the needs of Indonesian riders' urban lifestyle and road conditions, the company said in a release.

These tyres are suited for popular scooter and motorbike models in Indonesia and come in five sizes to start with. The range will be available immediately in Jakarta, Bandung, Semarang and Surabaya.

In the second phase, these tyres will be available in seven other cities -- Palembang, Medan, Pontianak, Samarinda, Manado, Banjarmasin and Makassar, it stated.

TVS Srichakra is committed to strategically build a strong presence in the attractive Indonesian two-wheeler tyre market, the company said.

"Indonesia will be one of our important international markets going forward and we will invest in terms of infrastructure, sales processes as well as brand," said Madhavan, EVP for sales and marketing, TVS Srichakra Ltd.

Eurogrip Bee City is the first of many products that the company has planned under the "Bee" sub-brand for this market, he said, adding, "we have upcoming products in the Sport and On-Off segments being developed under the same sub-brand".

These tyres have high-flexibility polymer compounds that provide uniform traction and wear with skid-proofing on wet roads as well as excellent wet and dry grip. The stronger reinforced casing gives high durability and long tyre life, the company said.

They are compatible with a wide range of bike models such as Yamaha Jupiter Z, Suzuki Smash, Honda Beat, among others, it said.

"We are confident that these tyres will delight our Indonesian customers with an effortless riding experience suited for different conditions," said Sivaramakrishnan V, Chief Technology Officer, TVS Srichakra Ltd.

To start with, customers can choose from a product line consisting of five tyre sizes, three patterns and 13 products and will be offered with a warranty period, TVS Srichakra said.

Portal: ET Auto

URL: <https://auto.economictimes.indiatimes.com/news/tyres/tvs-srichakra-forays-into-indonesian-market-with-eurogrip-range-of-tyres/85797405>

TVS Srichakra forays into Indonesian market with Eurogrip range of tyres

These tyres are suited for popular scooter and motorbike models in Indonesia and come in five sizes to start with. The range will be available immediately in Jakarta, Bandung, Semarang and Surabaya.

FTI • August 31, 2021, 16:42 IST



These tyres are suited for popular scooter and motorbike models in Indonesia and come in five sizes to start with. The range will be available immediately in Jakarta, Bandung, Semarang and Surabaya.

Mumbai: The manufacturer of two and three-wheeler tyres, TVS Srichakra, on Tuesday announced its foray into the Indonesian market, with the Eurogrip range of tyres, in its bid to strategically build a strong presence in the Southeast Asian nation. The first product line to be launched is "Eurogrip Bee City" - a range of two-wheeler tyres completely customized to suit the needs of Indonesian riders' urban lifestyle and road conditions, the company said in a release.

These tyres are suited for popular scooter and motorbike models in Indonesia and come in five sizes to start with. The range will be available immediately in Jakarta, Bandung, Semarang and Surabaya.

In the second phase, these tyres will be available in seven other cities - Palembang, Medan, Pontianak, Samarinda, Manado, Banjarmasin and Makassar, it stated.

TVS Srichakra is committed to strategically build a strong presence in the attractive Indonesian two-wheeler tyre market, the company said.

"Indonesia will be one of our important international markets going forward and we will invest in terms of infrastructure, sales processes as well as brand," said Madhavan, EVP for sales and marketing, TVS Srichakra Ltd.

Eurogrip Bee City is the first of many products that the company has planned under the "Bee" sub-brand for this market, he said, adding, "we have upcoming products in the Sport and On-Off segments being developed under the same sub-brand".

These tyres have high-flexibility polymer compounds that provide uniform traction and wear with skid-proofing on wet roads as well as excellent wet and dry grip. The stronger reinforced casing gives high durability and long tyre life, the company said.

They are compatible with a wide range of bike models such as Yamaha Jupiter Z, Suzuki Smash, Honda Beat, among others, it said.

"We are confident that these tyres will delight our Indonesian customers with an effortless riding experience suited for different conditions," said Sivaramakrishnan V, Chief Technology Officer, TVS Srichakra Ltd.

To start with, customers can choose from a product line consisting of five tyre sizes, three patterns and 13 products and will be offered with a 4-year warranty period, TVS Srichakra said.

Portal: Car and Bike

URL: <https://www.carandbike.com/news/tvs-srichakra-launches-eurogrip-two-wheeler-tyres-in-indonesia-2524975>

TVS Srichakra Launches Eurogrip Two-Wheeler Tyres In Indonesia

The tyres will be available immediately in Jakarta, Bandung, Semarang and Surabaya and in the second phase in seven more cities that includes Palembang, Medan, Pontianak, Samarinda, Manado, Banjarmasin and Makassar.

By Shubham Parashar | Updated: 21-Aug-23 02:10 PM IST



The TVS Eurogrip tyre have been launched in five different sizes in Indonesia.

TVS Srichakra has entered the Indonesian market with Eurogrip range of tyres. Eurogrip Bee City two-wheeler tyre range is the first product line to be launched in the market. These tyres are suited for popular scooter and motorbike models in Indonesia and are offered in five sizes to begin with. Bee City tyres are designed with international Eurogrip technologies like Optimized Tread Pattern Design Technology (Opt-PaD), Air Seal-Inner Liner Technology (A-Seal) and Roll Balanced Unique Tyre Construction (Rollus T). The tyres will be available immediately in Jakarta, Bandung, Semarang and Surabaya and in the second phase in seven more cities that includes Palembang, Medan, Pontianak, Samarinda, Manado, Banjarmasin and Makassar.

Highlights

The TVS Eurogrip tyres have been launched in five different sizes.

TVS is offering a 4-year warranty scheme on the Eurogrip range.

These tyres come with an asymmetric pattern with centre groove.



Eurogrip Bee City tyre come with an asymmetric pattern with centre groove.

Sivaramkrishnan V, Chief Technology Officer, TVS Srichakra, "TVS Srichakra is committed to strategically build a strong presence in the attractive Indonesian two-wheeler tyre market. "Our Indian and international research and development teams have come together to develop Eurogrip Bee City range of tyres. In the preparatory phase, we conducted detailed market research and studies to understand various parameters ranging from tyre quality functions, pattern preferences and customer usage. Further, the tyre prototypes developed were put through rigorous testing in local Indonesia conditions and were exposed to over 8 lakh kilometres of riding over 4 months each of wet and dry seasons. The test riders rated our tyres better than competition in several aspects that include grip, cornering, handling and maneuverability. We are confident that these tyres will delight our Indonesian customers with an effortless riding experience suited for different conditions."

Eurogrip Bee City tyres come with an asymmetric pattern with centre groove. The tyres have high-flexibility polymer compounds that provide uniform traction and wear with skid-proofing on wet roads as well as better grip on wet or dry tarmac. Moreover, the stronger reinforced casing gives high durability and long tyre life. The tyres come with a four-year warranty scheme and are designed for a wide range of two-wheelers including Yamaha Jupiter Z, Suzuki Smash and Honda Beat among others.

[0 Comments](#)

TVS Srichakra Forays Into Indonesia With Eurogrip 2W Tyre Range



Mobility Outlook Bureau

31 Aug 2021 | 04:27 PM | 1 Min Read

To start with, customers can choose from a product line consisting of five tyre sizes, three patterns and 13 products, and will be offered with a 4-year warranty.



Two/three-wheeler and off-highway tyre maker TVS Srichakra has announced its foray into the Indonesian market with a Eurogrip range of tyres in five sizes.

The first product line to be launched is Eurogrip Bee City meant for two-wheelers, customised to suit the needs of Indonesian riders' urban lifestyle and road conditions.

The tyres will be available immediately in Jakarta, Bandung, Semarang and Surabaya and in the second phase in seven cities that include Palembang, Medan, Pontianak, Samarinda, Manado, Banjarmasin and Makassar. To start with, customers can choose from a product line consisting of five tyre sizes, three patterns and 13 products and will be offered with a 4-year warranty period.

Eurogrip Bee City tyres come with an asymmetric pattern with a centre groove. The high-flexibility polymer compounds provide uniform traction and wear with skid-proofing on wet roads and better wet and dry grip. The stronger reinforced casing gives high durability and extended tyre life. They are compatible with a wide range of bike models such as Yamaha Jupiter Z, Suzuki Smash, Honda Beat and more. In addition, these tyres have innovative technologies, including Optimized Tread Pattern Design Technology (OpT-PeD), Air Seal-Inner Liner Technology (A-SeT) and Roll Balanced Unique Tyre Construction (RoBueT).

Sivaramakrishnan V, Chief Technology Officer, TVS Srichakra, said, "Our Indian and international research and development teams have come together to develop Eurogrip Bee City range of tyres. In the preparatory phase, we conducted detailed market research and studies to understand various parameters ranging from tyre quality functions, pattern preferences and customer usage. Further, the tyre prototypes developed were put through rigorous testing in local Indonesia conditions and were exposed to over eight lakh kilometres of riding over four months, each of wet and dry seasons. We are confident that these tyres will delight our Indonesian customers with an effortless riding experience suited for different conditions."

Madhavan, EVP - Sales & Marketing, TVS Srichakra, said, "Indonesia will be one of our important international markets going forward, and we will invest in terms of infrastructure, sales processes as well as the brand."

Portal: Outlook India

URL <https://www.outlookindia.com/newscroll/tvs-srichakra-forays-into-indonesian-market-with-eurogrip-range-of-tyres/2151176>

TVS Srichakra forays into Indonesian market with Eurogrip range of tyres



Mumbai, Aug 31 (PTI) The manufacturer of two and three-wheeler tyres, TVS Srichakra, on Tuesday announced its foray into the Indonesian market, with the Eurogrip range of tyres, in its bid to strategically build a strong presence in the Southeast Asian nation.

The first product line to be launched is "Eurogrip Bee City" – a range of two-wheeler tyres completely customized to suit the needs of Indonesian riders' urban lifestyle and road conditions, the company said in a release.

These tyres are suited for popular scooter and motorbike models in Indonesia and come in five sizes to start with. The range will be available immediately in Jakarta, Bandung, Semarang and Surabaya.

In the second phase, these tyres will be available in seven other cities -- Palembang, Medan, Pontianak, Samarinda, Manado, Banjarmasin and Makassar, it stated.

TVS Srichakra is committed to strategically build a strong presence in the attractive Indonesian two-wheeler tyre market, the company said.

"Indonesia will be one of our important international markets going forward and we will invest in terms of infrastructure, sales processes as well as brand," said Madhavan, EVP for sales and marketing, TVS Srichakra Ltd.

Eurogrip Bee City is the first of many products that the company has planned under the "Bee" sub-brand for this market, he said, adding, "we have upcoming products in the Sport and On-Off segments being developed under the same sub-brand".

These tyres have high-flexibility polymer compounds that provide uniform traction and wear with skid-proofing on wet roads as well as excellent wet and dry grip. The stronger reinforced casing gives high durability and long tyre life, the company said.

They are compatible with a wide range of bike models such as Yamaha Jupiter Z, Suzuki Smash, Honda Beat, among others, it said.

"We are confident that these tyres will delight our Indonesian customers with an effortless riding experience suited for different conditions," said Sivaramakrishnan V, Chief Technology Officer, TVS Srichakra Ltd.

To start with, customers can choose from a product line consisting of five tyre sizes, three patterns and 13 products and will be offered with a 4-year warranty period, TVS Srichakra said. PTI IAS DRR

DRR

Portal: Deviscore

URL <https://www.devdiscourse.com/article/business/1712536-tvs-srichakra-forays-into-indonesian-market-with-eurogrip-range-of-tyres>

TVS Srichakra forays into Indonesian market with Eurogrip range of tyres

The stronger reinforced casing gives high durability and long tyre life, the company said. They are compatible with a wide range of bike models such as Yamaha Jupiter Z, Suzuki Smash, Honda Beat, among others, it said. We are confident that these tyres will delight our Indonesian customers with an effortless riding experience suited for different conditions, said Sivaramakrishnan V, Chief Technology Officer, TVS Srichakra Ltd. To start with, customers can choose from a product line consisting of five tyre sizes, three patterns and 13 products and will be offered with a 4-year warranty period, TVS Srichakra said.

The manufacturer of two and three-wheeler tyres, TVS Srichakra, on Tuesday announced its foray into the Indonesian market, with the Eurogrip range of tyres. In its bid to strategically build a strong presence in the Southeast Asian nation.

The first product line to be launched is "Eurogrip Bee City" - a range of two-wheeler tyres completely customized to suit the needs of Indonesian riders' urban lifestyle and road conditions, the company said in a release.

These tyres are suited for popular scooter and motorbike models in Indonesia and come in five sizes to start with. The range will be available immediately in Jakarta, Bandung, Semarang and Surabaya.

In the second phase, these tyres will be available in seven other cities - Palembang, Medan, Pontianak, Samarinda, Manado, Banjarmasin and Makassar, it stated.

TVS Srichakra is committed to strategically build a strong presence in the attractive Indonesian two-wheeler tyre market, the company said.

"Indonesia will be one of our important international markets going forward and we will invest in terms of infrastructure, sales processes as well as brand," said Muthavan, EVP for sales and marketing, TVS Srichakra Ltd.

Eurogrip Bee City is the first of many products that the company has planned under the "Bee" sub-brand for this market, he said, adding, "we have upcoming products in the Sport and On-Off segments being developed under the same sub-brand".

These tyres have high-flexibility polymer compounds that provide uniform traction and wear with skid-proofing on wet roads as well as excellent wet and dry grip. The stronger reinforced casing gives high durability and long tyre life, the company said.

They are compatible with a wide range of bike models such as Yamaha Jupiter Z, Suzuki Smash, Honda Beat, among others, it said.

"We are confident that these tyres will delight our Indonesian customers with an effortless riding experience suited for different conditions," said Sivaramakrishnan V, Chief Technology Officer, TVS Srichakra Ltd.

To start with, customers can choose from a product line consisting of five tyre sizes, three patterns and 13 products and will be offered with a 4-year warranty period, TVS Srichakra said.

(This story has not been edited by Devdiscourse staff and is auto-generated from a syndicated feed.)

Portal: TyreDekho.com

URL <https://tyres.cardekho.com/news/tvs-srichakra-forays-into-indonesian-market-with-eurogrip-two-wheeler-tyre-range>

TVS Srichakra Forays Into Indonesian Market With Eurogrip Two Wheeler Tyre Range

The premium Eurogrip 110 in radial tyre (Jabara, Tandjung, Semarang and Surabaya) and 115 in an outer size (120) in radial (Kilometer, Medan, Padang, Pekanbaru, Palembang, Samarinda and Pekanbaru).

TVS, an Indian multinational motorcycle manufacturer, has introduced its Eurogrip 110 and 115 radial tires to the Indonesian market.

The Eurogrip 110 radial tire, with a 'Eurogrip 110' tread pattern, is designed for better grip, handling and stability on wet roads. The Eurogrip 115 radial tire, with a 'Eurogrip 115' tread pattern, is designed for better grip, handling and stability on wet roads.

The Eurogrip 110 radial tire is designed for better grip, handling and stability on wet roads. The Eurogrip 115 radial tire is designed for better grip, handling and stability on wet roads.

The Eurogrip 110 radial tire is designed for better grip, handling and stability on wet roads. The Eurogrip 115 radial tire is designed for better grip, handling and stability on wet roads.

The Eurogrip 110 radial tire is designed for better grip, handling and stability on wet roads. The Eurogrip 115 radial tire is designed for better grip, handling and stability on wet roads.

The Eurogrip 110 radial tire is designed for better grip, handling and stability on wet roads. The Eurogrip 115 radial tire is designed for better grip, handling and stability on wet roads.

The Eurogrip 110 radial tire is designed for better grip, handling and stability on wet roads. The Eurogrip 115 radial tire is designed for better grip, handling and stability on wet roads.

The Eurogrip 110 radial tire is designed for better grip, handling and stability on wet roads. The Eurogrip 115 radial tire is designed for better grip, handling and stability on wet roads.

The Eurogrip 110 radial tire is designed for better grip, handling and stability on wet roads. The Eurogrip 115 radial tire is designed for better grip, handling and stability on wet roads.

The Eurogrip 110 radial tire is designed for better grip, handling and stability on wet roads. The Eurogrip 115 radial tire is designed for better grip, handling and stability on wet roads.

The Eurogrip 110 radial tire is designed for better grip, handling and stability on wet roads. The Eurogrip 115 radial tire is designed for better grip, handling and stability on wet roads.

TVS Srichakra Tyre	Size	Radial Tyre	Radial Tyre	Radial Tyre	Radial Tyre
Radial Tyre	Size	Radial Tyre	Radial Tyre	Radial Tyre	Radial Tyre
TVS Srichakra Tyre	110	115	120	130	140
TVS Srichakra Tyre	110	115	120	130	140

Looking for new TVS Srichakra Tyre? Visit www.tvstyre.com

Portal: Autocar Professional

URL <https://www.autocarpro.in/news-national/tvs-srichakra-targets-indonesian-two-wheeler-market-79937>

TVS Srichakra targets Indonesian two-wheeler market

TWO-WHEELERS

By Sricharan R 31 Aug 2021



TVS
EUROGRIP

TVS Srichakra is literally going places in its global quest for expanding its two-wheeler tyre footprint. Three-and-a-half months after it entered the European market with its new range of Eurogrip Bee Connect scooter tyres, the company has entered the Indonesia market.

TVS Srichakra's first product line for the sizeable Indonesian two-wheeler market is the Eurogrip Bee City, which has been customised to suit the needs of urban Indonesian riders' lifestyle and road conditions. The Eurogrip Bee City is designed for both scooters and motorcycles. The product line, which comprises five tyre sizes, three patterns and 13 products and offered with a 4-year warranty, will be available in Jakarta, Bandung, Semarang and Surabaya.

The product highlights include an asymmetric pattern with centre groove, high-flexibility polymer compounds that provide uniform traction and wear with skid-proofing on wet roads as well as excellent wet and dry grip. TVS Srichakra says the stronger reinforced casing gives high durability and long tyre life. Bee City tyres incorporate some of the global Eurogrip technologies like Optimised Tread Pattern Design (Opt-PaD), Air Seal-Inner Liner Technology (A-SeT) and Roll Balanced Unique Tyre Construction (RoBust).

"Our Indian and international R&D teams have come together to develop and understand various parameters. Further, the tyre prototypes were put through rigorous testing in Indonesian conditions and were exposed to over 800,000 kilometres of riding over four months each of wet and dry seasons," said Sivaramakrishnan V, Chief Technology Officer, TVS Srichakra.

Madhavan, EVP – Sales & Marketing, TVS Srichakra added, "Indonesia will be one of our important international markets and we will invest in terms of infrastructure, sales processes as well as brand. Eurogrip Bee City is the first of many products we have planned under the 'Bee' sub-brand for this market."

Portal: Tyre Trends

URL <https://www.pin-365.com/articles/tvs-srichakra-enters-indonesia-with-2w-tyres>

TVS Srichakra Enters Indonesia With 2W Tyres

TVS Srichakra has entered the Indonesian market with the 'Eurogrip Bee City' range of two-wheeler tyres.

Eurogrip Bee City tyre comes with international Eurogrip technologies like Optimised Tread Pattern Design Technology (OpT-PaD), Air Seal-Inner Liner Technology (A-SeT) and Roll Balanced Unique Tyre Construction (RoBusT). The tyre also features a high-flexibility polymer compound with an asymmetric pattern and centre groove that helps provide uniform traction and wear.

The Eurogrip Bee City tyre is compatible with a wide range of two-wheelers, including Yamaha Jupiter Z, Suzuki Smash and Honda Beat. Currently, the tyres are available in Jakarta, Bandung, Semarang and Surabaya with launches in Palembang, Medan, Pontianak, Samarinda, Manado, Banjarmasin and Makassar expected soon.

TVS Srichakra is offering 13 products in five tyre sizes and three patterns with a four-year warranty period.

Talking about the launch in Indonesia, Sivaramakrishnan V, Chief Technology Officer, TVS Srichakra, said, "Our Indian and international research and development teams have come together to develop Eurogrip Bee City range of tyres. In the preparatory phase, we conducted detailed market research and studies to understand various parameters ranging from tyre quality functions, pattern preferences and customer usage. Further, the tyre prototypes developed were put through rigorous testing in local Indonesia conditions and were exposed to over 8 lakh kilometres of riding over four months each of wet and dry seasons. The test riders rated our tyres better than the competition in several aspects that include grip, cornering, handling and manoeuvrability. We are confident that these tyres will delight our Indonesian customers with an effortless riding experience suited for different conditions." (TT)

Portal: Motown India

URL <https://www.motownindia.com/Bureau/Auto-Industry/2966/TVS-Srichakra-forays-into-Indonesia-with-Eurogrip-2-wheeler-tyre-range-Motown-India-Bureau>

TVS SRICHAKRA FORAYS INTO INDONESIA WITH EUROGRIP 2-WHEELER TYRE RANGE

By: Motown India Bureau | Aug 31 2021

★★★★☆



TVS Srichakra, a leading manufacturer of 2 & 3-wheeler and off-highway tyres, announced its foray into the Indonesian market with Eurogrip range of tyres.

The first product line to be launched is 'Eurogrip Bee City' - a range of aesthetically designed two-wheeler tyres completely customised to suit the needs of Indonesian riders' urban lifestyle and road conditions. These tyres are suited for popular scooter and motorbike models in Indonesia and come in 5 sizes to start with.



"Our Indian and international research and development teams have come together to develop Eurogrip Bee City range of tyres. In the preparatory phase, we conducted detailed market research and studies to understand various parameters ranging from tyre quality functions, pattern preferences and customer usage. Further, the tyre prototypes developed were put through rigorous testing in local Indonesia conditions and were exposed to over 8 lakh kilometres of riding over 4 months each of wet and dry seasons. The test riders rated our tyres better than competition in several aspects that include grip, cornering, handling and maneuverability. We are confident that these tyres will delight our Indonesian customers with an effortless riding experience suited for different conditions," said Mr. Sivaramakrishnan V, Chief Technology Officer, TVS Srichakra Ltd.

Eurogrip Bee City tyres come with an asymmetric pattern with centre groove. The tyres have high-flexibility polymer compounds that provide uniform traction and wear with skid-proofing on wet roads as well as excellent wet and dry grip. The stronger reinforced casing gives high durability and long tyre life.

They are compatible with a wide range of bike models such as Yamaha Jupiter Z, Suzuki Smash, Honda Beat and more. Bee City tyres have some of the international Eurogrip technologies like Optimized Tread Pattern Design Technology (OPT-PaD), Air Seal-Inner Liner Technology (A-SeT) and Roll Balanced Unique Tyre Construction (RoBusT).

The tyres will be available immediately in Jakarta, Bandung, Semarang and Surabaya and in the second phase in seven cities that include Palembang, Medan, Pontianak, Samarinda, Manado, Banjarmasin and Makassar. To start with, customers can choose from a product line consisting of five tyre sizes, three patterns and 13 products and will be offered with a 4-year warranty period.

TVS Srichakra enters Indonesian market with Eurogrip range of tyres

In The News Desk | 10 September 2021



TVS Srichakra Ltd., the manufacturers of 2 and 3-wheeler and off-highway tyres, announced its foray into the Indonesian market with Eurogrip range of tyres.

The first product line to be launched is "Eurogrip Bee City" - a range of aesthetically designed two-wheeler tyres completely customized to suit the needs of Indonesian riders' urban lifestyle and road conditions. These tyres are suited for popular scooter and motorcycle models in Indonesia and come in 5 sizes to start with.

TVS Srichakra is committed to strategically build a strong presence in the attractive Indonesian two-wheeler tyre market. "Our Indian and International research and development teams have come together to develop Eurogrip Bee City range of tyres.



Sivaramakrishnan V, Chief Technology Officer, TVS Srichakra Ltd., said, "In the preparatory phase, we conducted detailed market research and studies to understand various parameters ranging from tyre quality functions, pattern preferences and customer usage. Further, the tyre prototypes developed were put through rigorous testing in local Indonesia conditions and were exposed to over 8 lakh kilometres of riding over 4 months each of wet and dry seasons.

"The test riders rated our tyres better than competition in several aspects that include grip, cornering, handling and manoeuvrability. We are confident that these tyres will delight our Indonesian customers with an effortless riding experience suited for different conditions," Sivaramakrishnan said.

Eurogrip Bee City tyres come with an asymmetric pattern with centre groove. The tyres have high-tenacity polymer compounds that provide uniform traction and wear with skid-proofing on wet roads as well as excellent wet and dry grip. The stronger reinforced casing gives high durability and long tyre life.

They are compatible with a wide range of bike models such as Yamaha Jupiter Z, Suzuki Smash, Honda Beat and more. Bee City tyres have some of the international Eurogrip technologies like Optimized Tread Pattern Design Technology (Opt TAD), Air Seal, Inner Liner Technology (A-SEI) and Roll Balanced Unique Tyre Construction (ReBUT).



P. Madhavan, EVP - Sales & Marketing, TVS Srichakra Ltd., said, "This is an exciting moment for us as we further build Eurogrip as a strong global brand and foray into the Indonesian market. Indonesia will be one of our important international markets going forward and we will invest in terms of infrastructure, sales processes as well as brand.

"Eurogrip Bee City is the first of many products we have planned under the "Bee" sub-brand for this market. Bees are known to be very hard working, always on the move and are seen as guardians against pollution - a good representation of scooter and urban motorcycle riders who continuously move, connecting with people, places and activities.

"This is how the name "Bee City" came into being. We have upcoming products in the Sport & Off-Road segments being developed under the same sub-brand," Madhavan said.

The tyres will be available immediately in Jakarta, Bandung, Semarang and Surabaya and in the second phase in seven cities that include Palembang, Medan, Pontianak, Samarinda, Manado, Balikpapan and Makassar. To start with, customers can choose from a product line consisting of five tyre sizes, three patterns and 13 products and will be offered with a 3-year warranty period.

AutoTrack | [Language](#) | [Print](#) | [Feedback](#)

TVS Srichakra rolls into Indonesia with Eurogrip two-wheeler tyre range



New Delhi, 31st August 2021 – TVS Srichakra Ltd., one of India's leading manufacturers of 2 & 3 wheeler and off-highway tyres, announced its entry into the Indonesian market with Eurogrip range of tyres. The first product line to be launched is "Eurogrip Bee City" – a range of aesthetically designed two-wheeler tyres completely customized to suit the needs of Indonesian riders' urban lifestyle and road conditions. These tyres are suited for popular scooter and motorcycle models in Indonesia and come in a three-month wait.

TVS Srichakra is committed to strategically build a strong presence in the attractive Indonesian two-wheeler tyre market. Our Indian and Indonesian research and development teams have come together to develop Eurogrip Bee City range of tyres. In the preparatory phase, we conducted detailed market research and studies to understand various parameters ranging from tyre quality, functions, pattern preferences and customer usage. Further, the tyre prototypes developed were put through rigorous testing in real Indonesian conditions and were exposed to over a lakh kilometers of riding over 4 months each of wet and dry seasons. The test riders rated our tyre better than competition in several aspects: wet traction grip, cornering, handling and maneuverability. We are confident that these tyres will delight our Indonesian customers with an effortless riding experience suited for different conditions." said Mr. Sharanakrishnan K, Chief Technology Officer, TVS Srichakra Ltd. Eurogrip Bee City tyre uses an asymmetric pattern with sipes grooves. The tyre has high-visibility polymer compounds that provide uniform traction and wear with self-cleaning on wet roads as well as excellent wet and dry grip. The stronger microbead casing gives high durability and long life. They are compatible with a wide range of bike models such as Yamaha Jupiter Z, Suzuki Smash, Honda Deal and more. Bee City tyres have come of the International Eurogrip technologies like Optimized Tread Pattern Design Technology (OPT-PAD), Air Seal-Inner Liner Technology (A-SILT) and Reinforced Unique Tyre Construction (RUBAT).

"This is an exciting moment for us as we further build Eurogrip as a strong global brand and foray into the Indonesian market. Indonesia will be one of our important international markets going forward and we will invest in terms of infrastructure, sales processes as well as brand. Eurogrip Bee City is the first of many products we have planned under the "Bee" sub-brand for this market. Bees are known to be very hard working, always on the move and are seen as guardians against pollution – a good representation of scooter and urban motorcycle riders who continuously move, connecting with people, places and activities. This is how the name "Bee City" came into being. We have upcoming products in the Sport & On-Off segments being developed under the same sub-brand." said Mr. Madhavan, EVP – Sales & Marketing, TVS Srichakra Ltd.

The tyre will be available immediately in Jakarta, Bandung, Semarang and Surabaya and in the second phase in seven cities that include Palembang, Medan, Pontianak, Banjarmasin, Manado, Denpasar and Makassar to start with, customers can choose from a product line consisting of five tyre sizes, three patterns and 13 products and will be offered with a 4-year warranty period.

Tyre Size

7000-14 54P

6000-14 60P

6000-14 60P

7000-17 56P

more 17 inch models

Wheel Position

Front

Front & Rear

Front & Rear

Front

Rear

Bike Models

Yamaha Mio, Scooty 110, Suzuki Address

Yamaha Mio Z, Mio Scooty 110, Suzuki Gassaka (1), Mio (1), Honda Beat (1)

Yamaha Luv (1), Honda Deal, Vario 110, Vario 125

Yamaha Jupiter Z, Honda Supra X, Revo, Scooty, Suzuki Shogun, Kingpin


Yamaha Jupiter Z, Honda Supra X, Revo, Suzuki Smash, Shogun, Satria

BUSINESS


TVS Srichakra rolls into Indonesia with Eurogrip two-wheeler tyre range

August 31, 2021

[f](#) [t](#) [p](#)



Mumbai: TVS Srichakra Ltd., one of India's leading manufacturers of 2 & 3-wheeler and off-highway tyres, announced its foray into the Indonesian market with Eurogrip range of tyres. The first product line to be launched is "Eurogrip Bee City" – a range of aesthetically designed two-wheeler tyres completely customized to suit the needs of Indonesian riders' urban lifestyle and road conditions. These tyres are suited for popular scooter and motorbike models in Indonesia and come in 5 sizes to start with.



TVS Srichakra is committed to strategically build a strong presence in the attractive Indonesian two-wheeler tyre market. "Our Indian and international research and development teams have come together to develop Eurogrip Bee City range of tyres. In the preparatory phase, we conducted detailed market research and studies to understand various parameters ranging from tyre quality functions, pattern preferences and customer usage. Further, the tyre prototypes developed were put through rigorous testing in local Indonesia conditions and were exposed to over 8 lakh kilometres of riding over 4 months each of wet and dry seasons. The test riders rated our tyres better than competition in several aspects that include grip, cornering, handling and maneuverability. We are confident that these tyres will delight our Indonesian customers with an effortless riding experience suited for different conditions," said Mr. Sivaramakrishnan V, Chief Technology Officer, TVS Srichakra Ltd.

Eurogrip Bee City tyres come with an asymmetric pattern with centre groove. The tyres have high-flexibility polymer compounds that provide uniform traction and wear with skid-proofing on wet roads as well as excellent wet and dry grip. The stronger reinforced casing gives high durability and long tyre life. They are compatible with a wide range of bike models such as Yamaha Jupiter Z, Suzuki Smash, Honda Beat and more. Bee City tyres have some of the international Eurogrip technologies like Optimized Tread Pattern Design Technology (Opt-PaD), Air Seal-Inner Liner Technology (A-SeT) and Roll-Balanced Unique Tyre Construction (RoBUS).

"This is an exciting moment for us as we further build Eurogrip as a strong global brand and foray into the Indonesian market. Indonesia will be one of our important international markets going forward and we will invest in terms of infrastructure, sales processes as well as brand. Eurogrip Bee City is the first of many products we have planned under the "Bee" sub-brand for this market. Bees are known to be very hard working, always on the move and are seen as guardians against pollution – a good representation of scooter and urban motorbike riders who continuously move, connecting with people, places and activities. This is how the name "Bee City" came into being. We have upcoming products in the Sport & On-Off segments being developed under the same sub-brand," said Mr. Madhavan, EVP – Sales & Marketing, TVS Srichakra Ltd.

The tyres will be available immediately in Jakarta, Bandung, Semarang and Surabaya and in the second phase in seven cities that include Palembang, Medan, Pontianak, Samarinda, Manado, Banjarmasin and Makassar. To start with, customers can choose from a product line consisting of five tyre sizes, three patterns and 13 products and will be offered with a 4-year warranty period.