

REF:TSL:SEC:2024/141

May 13, 2024

National Stock Exchange of India Ltd.,
5th Floor
Exchange Plaza, Bandra (E),
Mumbai - 400 051

BSE Limited
P J Towers
Dalal Street, Fort,
Mumbai 400 001

Scrip Code: TVSSRICHA
by NEAPS

Scrip Code: 509243
by Listing Centre

Dear Sir/Madam,

Sub: Press Release

We enclose hereto a press release regarding "Eurogrip Tyres opens first branded retail store in Chennai".

Kindly take the same on record.

Thanking you

Yours faithfully
For TVS Srichakra Limited

Chinmoy Patnaik
Company Secretary &
Compliance Officer
Membership No. A14724

Encl: a.a

TVS Srichakra Limited

CIN: L25111TN1982PLC009414

Regd. Office: TVS Building, 7-B, West Veli Street, Madurai 625 001.

Tel:+91 0452 2356400, Fax: +91 0452 2443466 | Website: www.tvseurogrip.com | Email: secretarial@eurogriptyres.com

Manufacturing Unit: Vellaripatti, Melur Taluk, Madurai-625 122, Tel:+91 452 2443300





Eurogrip Tyres opens first branded retail store in Chennai

The utility rich, one stop solution store will offer a wide range of services on aspects of tyre care and allied services

13th May 2024, Chennai: Eurogrip Tyres, India's leading 2 & 3-wheeler tyre brand inaugurated its first branded retail store in Velachery, Chennai. The one-stop solution store is specially designed to cater to all aspects of tyre care, allied services and 2-wheeler riders' requirements.

The retail store will have the entire range of tyre patterns and tubes from Eurogrip Tyres. Eurogrip has partnered with TVS Racing for riding accessories and merchandise such as helmets, knee protectors, jackets, and gloves that are available for purchase to customer. The store will also retail 2-wheeler lubricants from brand Veedol.

Speaking at the opening of the new store, P. Madhavan, EVP, Sales and Marketing, TVS Srichakra Ltd said, "We are extremely delighted with the opening of our first *Eurogrip Tyres* exclusive store in Chennai. As a bike tyre specialist brand, we see our store as a way to showcase our wide range of tyres for 2-wheelers. We have also partnered with brands from allied categories to meet the millennial Indian rider's requirements beyond tyres and tyre services. This is the first of the many stores that we plan to open across India. This store will further strengthen our extensive retail network."

The facility is equipped with services such as tyre fitment, tyre care & puncture repair services, air pressure check and filling, in addition to EV charging, lubricant / engine oil change and warranty related services.

About TVS Srichakra Ltd.

TVS Srichakra Limited, makers of TVS Eurogrip, Eurogrip and TVS Tyres brands of tyres is one of India's leading manufacturers and exporters of Two, Three-Wheeler tyres and Off-Highway tyres. Incorporated in 1982, it is one of the verticals of the USD 2 Billion TVS Mobility - the holding company for the businesses.

With global research and development capabilities and cutting-edge technology, TVS Srichakra produces industry-leading tyres for the automotive sector in India and worldwide. Headquartered in Madurai, TVS Srichakra has manufacturing facilities in Madurai (Tamil Nadu) and Rudrapur (Uttarakhand) with a production capacity of over 3 million tyres a month. The company has a design centre in Milan, Italy supporting the R&D centre in Madurai and the tyres are tested in Indian, European, and Japanese road conditions. TVS Srichakra's products are available in over 85 countries across the world. In India, the company enjoys a significant market share amongst the original equipment manufacturers and replacement markets and has a comprehensive network of distributors and dealers giving it a robust presence. For more information, visit <https://www.tvseurogrip.com>.
