

Schaeffler India Limited · Pune · Maharashtra

BSE Limited

Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai-400001
Company Code: 505790

National Stock Exchange of India Limited

Exchange Plaza, C – 1, Block G,
Bandra-Kurla Complex, Bandra (E),
Mumbai-400051
Company Code: SCHAEFFLER

**Sub: Press Release - Schaeffler's New Campaign Showcases Schaeffler
TruPower Wiper Blades as India gears up for the monsoon season**

21/08/2024

Dear Sirs,

With reference to the captioned matter, a Press Release is enclosed herewith.

Phone: +912068198464

Kindly take the same on your records.

Thanking you,

Yours faithfully,

For **Schaeffler India Limited**

Ashish Tiwari,

VP - Legal & Company Secretary

Encl.: As above

Schaeffler's New Campaign Showcases Schaeffler TruPower Wiper Blades as India gears up for the monsoon season

Pune, India | August 21st, 2024 | **Schaeffler India, a leading Motion Technology Company**, has released a digital campaign on their latest ad film for its comprehensive range of **Schaeffler TruPower Wiper Blades**.

Wiper blades play a significant role in maintaining clear visibility during adverse weather conditions.

This innovative product range is designed to provide superior performance and durability, ensuring clear visibility in all weather conditions. The comprehensive range of Schaeffler TruPower Wiper Blades are made of high-quality rubber with aero-dynamic design, offering exceptional efficiency and longer lifespan. Schaeffler TruPower Wiper Blades are available in Premium Plus Frame, and Ultra- Premium Frameless variants, suitable for passenger cars and light commercial vehicles.

Arbind Singh, Vice President of Automotive Aftermarket at Schaeffler India, shared his enthusiasm for this product campaign, stating, *"We are excited to come up with this latest ad film on wiper blades which proves to be a trustworthy companion in every journey. This advertisement also reaffirms the strong bond between our brand and our customers.*

At Schaeffler, we continually strive to enhance our driving experience with innovative motion technology and reliable products. The Schaeffler TruPower Wiper Blades are a testament to our dedication to high quality and customer satisfaction."

We encourage everyone to watch our ad films on our YouTube channel – [Schaeffler REXP](#)ERT and share your views in comments section.

Visit our [website](#) for more information on Schaeffler TruPower Wipers.





Schaeffler's TruPower Wiper Blades, a trustworthy companion for every journey.

Photo(s): Schaeffler India

Schaeffler Group – We pioneer motion

The Schaeffler Group has been driving forward groundbreaking inventions and developments in the field of motion technology for over 75 years. With innovative technologies, products, and services for electric mobility, CO₂-efficient drives, chassis solutions, Industry 4.0, digitalization, and renewable energies, the company is a reliable partner for making motion more efficient, intelligent, and sustainable – over the entire life cycle. The Motion Technology Company manufactures high-precision components and systems for drive train and chassis applications as well as rolling and plain bearing solutions for a large number of industrial applications. The Schaeffler Group generated sales of EUR 16.3 billion in 2023. With around 84,000 employees, the Schaeffler Group is one of the world's largest family-owned companies and ranks among Germany's most innovative companies.

Schaeffler India

Schaeffler India is bringing the pioneering 75-year-old legacy of the Schaeffler Group in Motion Technology to India's complex market with tailored high-precision solutions. With a shared passion for advancing how the world moves, Schaeffler India is the preferred development partner of nation-building industrial manufacturers, renowned automobile manufacturers and renewable energy operators. Specializing in high-precision components and systems for drivetrain and chassis applications and rolling and plain bearing solutions, Schaeffler India is preparing for tomorrow with its applications in electric mobility, CO₂-efficient drives, automation, renewable energy, and Industry 4.0. Supported by 4 manufacturing plants in Pune, Savli, Maneja, and Hosur, 3 R&D centers, 8 Sales offices and a strong network of Industrial and Automotive aftermarket footprint bringing products and solutions closer to customers in India. The company is driving efficiency, agility, and sustainability across different sectors. With brands such as FAG (complete chassis systems support), LuK (entire drivetrain for every type of transmission), INA (engine specialists) and REPPERT (knowledge and components support for garages for complex repairs), Schaeffler India is ensuring it is a reliable partner for making Motion more efficient, intelligent, and sustainable over the entire life cycle. In 2023, Schaeffler India achieved revenue of INR 72,261 million, reflecting its commitment to excellence and customer satisfaction. With a dedicated team of 3,383 employees, it upholds the values of the Schaeffler Group, embodying innovation, reliability, and sustainability in Motion Technology.

Contact

Pallavi Deshmukh

Head of Communications

Schaeffler India Ltd

📞 +91 99230 05424

✉️ pallavi.deshmukh@schaeffler.com

Vikas Kaushal

Head of Marketing and Communication

Automotive Aftermarket, Schaeffler India Ltd

📞 +91 9810208507

✉️ kaushvka@schaeffler.com

Anshul Dubey

Chase-India Ltd

📞 +91 75064 45368

✉️ anshul@chase-india.com

