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National Stock Exchange of India Ltd.,
5th Floor
Exchange Plaza, Bandra (E),
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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 – TVS Srichakra Limited announces the launch of two new products

We enclose hereto a Press Release regarding the launch of two new products of the company, for dissemination

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

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Premium range of Eurogrip two-wheeler tyres showcased at EICMA 2022

The expo witnessed the launch of sport touring tyre Roadhound and off-road tyre Climber XC

9th November, 2022: Eurogrip, one of the fast growing global brands in the powered 2 wheeler tyres segment announced the international launch of two new world-class products: **Roadhound**, a sport touring tyre and **Climber XC**, an off-road specialty tyre at the 2022 EICMA Motor Show in Milan, Italy.

The newly launched **Roadhound**, is a sport touring tyre with dual compound technology on radial rear sizes. It features excellent grip on both dry and wet surfaces, and improves handling and comfort on both naked, sport and touring motorcycles. Tyre profile, tread pattern and structure have been engineered to provide high mileage and performance consistency. The tyres will be available from early 2023 with a size range covering both radial and x-ply applications.

Climber XC is a tyre for motocross, enduro and cross-country applications, designated for both leisure, training and competition. It has been developed and fine-tuned with expert inputs from motocross and enduro racing teams to provide excellent traction and lateral support on multiple surfaces. Extended tyre service life is ensured by a knobby layout and geometry boosting wear and tear resistance, coupled with symmetrical shape allowing for wheel reversibility.

“In 2022 Eurogrip has been the ‘underdog’, the unexpected player that changed the game” **commented Renato Zilli, Senior Advisor - Sales & Marketing**, “We have strengthened our presence across the globe targeting the upper segment of the range”.

Apart from the new launches, around 25 globally available Eurogrip flagship products are on prominent display at Hall 9- Stand 088. This includes recently launched products such as the **BEE** family of tyres for urban and countryside scooter mobility that include BEE Connect, BEE City, their flagship zero-degree steel belted radial **Protorq Extreme** and the newly launched **E-Torq** for electric scooters, among others.

“All Eurogrip products are the result of multiple development cycles aimed at bringing together the best of all the tyre components” **mentioned Silvio Montanari, Head of R&D activities at the Milan Global Product Design Center**, “3D modeling and FEA based predictive technology are complemented with extended testing in both indoor and outdoor real life conditions, stressing the tyre in order to ensure it is properly tuned before being released to the market. Roadhound and Climber XC are two prime examples of this approach, as they have been carefully scrutinized in every step of development to make sure their performances exceed rider expectations”

Eurogrip tyres are created with tyre technology that seamlessly blends superior mileage, high performance and durability. All Eurogrip products are researched, designed and developed jointly by the company’s Italian and Indian R&D and product development teams, and have been thoroughly tested by independent professional riders across the globe.

Speaking on the occasion, P Madhavan, EVP, Sales and Marketing, said, “As we continue to focus on innovation and quality while building Eurogrip into a strong global brand, as always, we are elated to be here at EICMA. This is a great forum to launch our new premium products Climber XC and Roadhound and we are happy to showcase these to the global market.”

EICMA 2022, an annual Milan auto show witnesses participation of several key industry players, media and motorcycle enthusiasts from around the world.

About TVS Srichakra Ltd.

TVS Srichakra Limited, makers of Eurogrip, TVS 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>

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