REF:TSL:SEC:2023/93 March 30, 2023

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

Scrip Code: TVSSRICHAK
by NEAPS

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

Scrip Code: 509243
by Listing Centre

Dear Sir/Madam,

Sub: Press Release

We enclose hereto a Press Release regarding TVS Eurogrip brand campaign for dissemination

Kindly take the same on record.

Thanking you

Yours faithfully
For TVS Srichakra Limited

CHINMOY PATNAIK

Digitally signed by CHINMOY PATNAIK
DN: c=IN, o=PERSONAL, title=2992, pseudonym=c35f1d39b1ae443aa2d416d8dbaa14c24, 2.5.4.20=db02e4df9e11d4772faf83fb3d90da2137505504ce90bcc436510 5b5429d41c6, postalCode=751020, st=Odisha, serialNumber=2b5d3e942232f54a35c29ba1e3089f974bb51f3658974e9 b27f577fa841312, cn=CHINMOY PATNAIK
Date: 2023.03.30 15:44:11 +05'30'

Chinmoy Patnaik
Company Secretary &
Compliance Officer
Membership No. A14724

Encl: a.a

TVS Eurogrip Tyres rides on MS Dhoni's sense of humour in IPL 2023 Brand Campaign

Campaign focusses on the tyre brand's product features and relates it to MSD's on-field escapades

30th March 2023, Chennai: TVS Eurogrip, India's leading 2 & 3-wheeler tyre brand, has launched a comprehensive brand campaign with a series of ad films, bringing out the humorous best of M S Dhoni.

Leveraging the brand's second year of partnership with IPL team CSK, the brand films have MS Dhoni sharing gripping stories from the field with his CSK teammates Ruturaj Gaikwad, Shivam Dube, Deepak Chahar and others. The films laced with humour, match Dhoni's cricketing skills to specific unique attributes of TVS Eurogrip tyres.

Sharing details about the campaign, **P Madhavan, EVP, Sales and Marketing, TVS Srichakra Ltd said,** "*As the IPL extravaganza returns to all cities across India after a gap of three years, we are excited to rollout a fresh brand campaign to mark our second year of association with Chennai Super Kings as Principal Sponsor. The nuances of our product features have been brought out well in the new films. TVS Eurogrip is all about high performance and the best tyre technology that gives riders superior confidence on the roads. Similarly, CSK is one of the most consistent and performing teams in the IPL arena. We are sure our continued association would lead to winning strides for both partners*."

The latest campaign is in line with the company's ambition of building a youthful, vibrant brand that resonates with millennial and Gen Z Indian riders and aims to strengthen TVS Eurogrip's positioning as "The Bike Tyre Specialist". The ads focus on the high-speed stability, superior wet grip and anti-skid properties of the tyres and will be aired starting 31st March 2023, in sync with the start of the tournament. There is a complete surround programme planned for the on-air campaign across social media, traditional media like print and outdoor as well as on-ground activations.

Creative Agency: Vector Brand Solutions
Production: Studio Q

YouTube Links:
High Speed Stability https://youtu.be/A_bsn0NlGrg
Superior Wet Grip https://youtu.be/2n-9KDNMQ2k
Anti-Skid Tyres https://youtu.be/TSAPSz-x5dU

Social Media Handles: @tvseurogrip
YouTube: https://www.youtube.com/channel/UC_NPSed8hb1on8JLmt9PAyw/videos
Instagram: https://www.instagram.com/tvseurogrip/?hl=en
Facebook: https://www.facebook.com/TVSEurogrip/

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 promoter company.

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.