

TVS Eurogrip celebrates the new age woman with “#TheRealSpecialist” social media campaign

Underlines the contribution of Women on International Women’s Day 2020

Chennai, 6th March 2020: TVS Srichakra Limited, India’s leading 2 & 3-wheeler tyre company, rolled out a social media campaign “#TheRealSpecialist” to commemorate **International Women’s Day 2020**. The social media campaign is based on the theme of this year’s International Women’s Day and is aimed to acknowledge and celebrate the contribution of each woman and the roles they play in our everyday lives.

Commenting on the campaign **Mr. P. Madhavan, EVP – Sales & Marketing, TVS Srichakra Limited**, said, “TVS Eurogrip takes this opportunity to celebrate today’s women who embrace diverse roles and emerge specialists in whatever they endeavour to do. It is only befitting we call them The Real Specialists. Through this Women’s Day campaign we celebrate their success.”

The campaign is devised on the premise **The Real Specialist - Your every move, moves the world** and shows women in the role of driving change, bringing speed, acting as a support system and adding the balance to everything we do every day. It brings in the element that women are striking the right balances, taking bigger strides and achieving better results. The campaign is in line with the *TVS Eurogrip’s brand idea of ‘Outlive, Outperform & Outdo.’*

Link of the campaign: <https://www.youtube.com/watch?v=QKxPEh7srFA>



About TVS Srichakra Ltd.: TVS Srichakra Ltd, is the leading manufacturer of Two & Three-Wheeler tyres and Off-Highway tyres and is part of the TVS Group, which is the largest Auto Ancillary Group in India, with a turnover of over USD 8.5 Billion. The company rolls out over 2.8 Million tyres every month out of its two manufacturing facilities located in Madurai (Tamil Nadu) and Rudrapur (Uttarakhand). The company enjoys a significant market share amongst Two-Wheeler manufacturers



in India and has a vast nationwide distribution and dealership network to cater to the After-Market demand. TVS Srichakra Limited exports to over 70 countries across the world.

For further details, contact:

David Francis | dfrancis@perfectrelations.com | 9884052528
Meghant Parmar | mparmar@perfectrelations.com | 9962195392