



TVS Eurogrip's new marketing campaign positions the brand as 'The Bike Tyre Specialist'

Caters to the needs of the new age rider

Chennai, 23rd September, 2019: TVS Srichakra Limited, India's leading 2 & 3-wheeler tyre company, rolled out its new marketing campaign building on the ethos of its new brand TVS Eurogrip that was recently launched. The campaign includes a new brand film that accentuates the USP of the brand as a range of specialist high performance bike tyres. The TVC has been conceptualized and directed by R. Balki, one of India's highly acclaimed film makers. The film highlights innovation, superior quality and high performance as key brand values. The TVC is youthful and crafted to connect with the millennials.

Commenting on the launch **Mr. P. Madhavan, EVP – Sales & Marketing, TVS Srichakra Limited**, said, *"As specialists in the bike tyre domain, we are geared to lead our customers into the future of riding, with our range of technologically advanced and high performance TVS Eurogrip tyres. The new brand has a sporty and vibrant visual identity that connotes innovation, superior quality and high performance. The launch involves a high decibel 360 degree marketing campaign with TV, Digital and on ground activations. The new brand film highlights the long lasting performance and technology behind TVS Eurogrip."*

The brand film is built on the fundamental insight that bikes are the only vehicles that do not have a stepney / back up tyre. It hence highlights the need for the rider to be sure of his bike's tyres. TVS Eurogrip satiates this need as The Bike Tyre Specialist with built in backup technology. The TVC also talks about the new technological features of the tyres. The "Stepney on Bikes...you must be joking" campaign idea has been seeing a lot of chatter in the digital space.

Speaking about the new ad film, **R. Balki** said, *"It was fun being seriously involved in a brand from the start again...talking to the marketing and technical teams, arriving at a proposition and a storyline. I normally try and avoid shooting ad films but I ended up having a blast filming this. I had the full support and understanding of the marketing team and also shot a few impromptu ideas. And for me 'Bikes don't have a Stepney and therefore the tyres have to be road proof' was a simple powerful thought. All I had to make sure was that my other role in this campaign, as a film maker, was to capture this thought as well, and as simply as possible."*

Creative Director: Deepa Geethakrishnan

Production House: Hope Productions

Link of the ad: <https://www.youtube.com/watch?v=50uL17-JBZY>



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.

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