



TVS EUROGRIP INTRODUCES RETAILER E-ORDERING FACILITY

~ Sets new benchmarks in digitalization of sales

Chennai, 7th May 2020: TVS Srichakra Limited, India's leading 2 & 3-wheeler tyre company, announced a new feature of **e-ordering facility** in its retailer app "TVS Eurogrip Bandhan". The new upgradation in the app aims to provide a comprehensive e-commerce experience with features that help in placing and tracking orders. Understanding the importance of social distancing during these difficult times, the company has now enabled '**Contactless Ordering**' to facilitate ease of business for its retail partners. The app is available for download on Android and iOS platforms.

Retail partners can now use the app to browse the entire range of TVS Eurogrip products and place orders with their respective distributors. In addition to providing reward points on orders, the company will run exclusive offers and promotions for retail partners who use the app to place orders.

Commenting on the same, **Mr. P Madhavan, EVP – Sales & Marketing, TVS Srichakra Limited** said, "Digitalization has been at the core of our sales strategy. We launched the TVS Eurogrip Bandhan app last year to enable loyalty programmes and majority of our retail partners are already well versed with it. The "**Click-to-Order**" feature that we are now launching is an industry first and will enable our retail partners to place orders at their convenience and not necessarily wait for a salesman visit. We have built-in new exciting features to make the process more user friendly for our trade partners. This '**contactless**' ordering process will be particularly handy in the coming few months when travel of salesmen across territories may be an issue owing to Covid-19 restrictions."

Commenting about this new initiative from TVS Eurogrip, **Mr. Ajanthan of K K Automobile - a Retailer from Neyveli in Cuddalore district** said, "I am happy with this new feature in the Bandhan app as it is very convenient to place orders. This new provision now allows me to browse the entire product range, and order as per my requirement. This is a very engaging experience."

Mr. Mohamed Iqbal of Asian Tyres- a distributor from Trichy spoke about the new initiative and said, "This app is a timely initiative by TVS EUROGRIP during these difficult times and has helped us receive orders from retailers in a quick and convenient manner. It is a good experience of contactless ordering, and we are getting used to this mode as this is going to be the future."

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 3 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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