



TVS SRICHAKRA SHOWCASES TVS EUROGRIP OFF-HIGHWAY RANGE AT AGRITECHNICA 2019

Hannover/Chennai, November 11th, 2019: TVS SRICHAKRA, one of India's largest manufacturers & exporters of Two & Three-wheeler tyres and Off-Highway Tyres is showcasing their **TVS Eurogrip Off-Highway** product range at **AGRITECHNICA 2019**. The range includes Off-Highway Tyres for construction, industrial and agricultural use including farm implements. The show is being held from **10th November-16th November** in **Hannover, Germany**.

AGRITECHNICA is the world's leading trade fair for agricultural technology, organized by DLG and all the leading companies in the industry present their innovations. It is the showcase of the global agricultural engineering industry and a forum for the future of plant production.

Marketed under the **TVS Eurogrip** brand, **TVS Srichakra** is showcasing a range of tyres that include **Industrial Pneumatic Tyres, Skid Steer Tyres, Multi-purpose Tyres, Floatation Tyres, Tractor Industrial Tyres, Tractor Radial Tyres** etc.

Speaking on the participation at AGRITECHNICA 2019, **Mr. P. Vijayaraghavan, Director, TVS SRICHAKRA LTD.**, said, *"We are glad to be part of AGRITECHNICA again. Our **TVS Eurogrip** range of Off-Highway Tyres, which are designed keeping in mind the latest technological advancements and innovations in tyre manufacturing are tailor-made to suit the needs of the customers and take the next step towards a sustainable and efficient future. We believe that the show serves as an ideal platform for us to understand the markets better, thus leading to the design and realization of a dynamic product range for the European markets. With this show, we will also be able to further strengthen our presence in the global markets."*

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 around 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 information kindly contact:

Shriya Rajagopalan | 9962276001 | srajaopalan@perfectrelations.com

Meghant Parmar | 9962195392 | mparmar@perfectrelations.com