



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

Bengaluru/Chennai, December 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 the **10th edition of EXCON 2019**. The range includes Off-Highway Tyres for construction, industrial and agricultural use including farm implements. The show is being held from **10th December-14th December** in **Bengaluru**.

EXCON is the one of the largest Construction Equipment Exhibition in South Asia covering 3,00,000 sq. meters of display area. This year's edition will witness over 1250 exhibitors from across the world participating in the show. The exhibition will also house 10 country pavilions and is expected to witness over 50,000 business visitors over a period of five days.

Marketed under the **TVS Eurogrip** brand, **TVS Srichakra** is showcasing a range of tyres that include **Skid Steer, Fork Lift, Multipurpose, Back Hoe Loader, Grader, Compactor Tractor** among others.

Speaking on the participation at EXCON 2019, **Mr. P. Vijayaraghavan, Director, TVS SRICHAKRA LTD.**, said, *"It gives us immense pride to participate and showcase TVS EUROGRIP range of Off-Highway tyres at the EXCON as this is our first time in this exhibition. TVS Srichakra has a strong footprint in more than 70 countries across the globe, and our participation in this exhibition highlights our commitment to reach out to our customers in India as well as globally. Our Off-Highway range showcases the latest technological advancements and innovations in tyre manufacturing, which are tailor-made to suit the evolving needs of the customers. We look forward to welcoming our customers and partners at our stall at the exhibition."*

The company recently showcased TVS EUROGRIP range of Off-Highway tyres at **CONEXPO Latin America 2019, AGRITECHNICA 2019 and SEMA Show 2019** which further bolstered company's commitment to strengthen their presence in the global markets.

Visitors can visit the company stall in **Hall-4 (Lower Level)** bearing **stall no. R515**.

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.

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