



TVS SRICHAKRA SHOWCASES TVS EUROGRIP OFF-HIGHWAY RANGE AT SEMA SHOW 2019

Las Vegas/Chennai, November 7th, 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 **SEMA SHOW 2019**. The range includes Off-Highway Tyres for construction, industrial and agricultural use including farm implements.

As one of the top trade shows in the world, **SEMA Show** witnesses the industry's brightest minds and out-of-the box products at one place in Las Vegas. In addition, it provides attendees with educational seminars, product demonstrations, special events and networking opportunities. Last year, the show drew more than 70,000 domestic and international buyers. This year, the displays are segmented into 12 sections, and a new products showcase will feature newly introduced ancillaries, parts, tools and components. The company's stall is in the '**Global Tire Expo**' section of the show having **Booth Number 44241**. The show is being held from **5th November-8th November** at the **Las Vegas Convention Center, Nevada**.

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 SEMA SHOW 2019, **Mr. P. Vijayaraghavan, Director, TVS SRICHAKRA LTD.**, said, "*We are glad to be part of SEMA SHOW for the second time. We received an encouraging response during the show last year and look forward to a fruitful experience this time too. The USA is an all-important market for the company and the show is an ideal platform to showcase our **TVS Eurogrip** range of Off-Highway Tyres, which are designed keeping in mind the latest technological advancements and innovations in tyre manufacturing. We actively participate in trade shows across the world every year, this helps us understand markets and our customers better. We derive market insights that help us design and deliver top quality products across the globe and establish ourselves as a leading global tyre brand.*"

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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