



TVS EUROGRIP CELEBRATES INDEPENDENCE DAY WITH A DIFFERENCE

Chennai, 14th August 2020: TVS Srichakra Limited, India's leading 2 & 3-wheeler Tyre Company, has launched a social media campaign with a difference on India's 74th **Independence Day**. The campaign highlights how the pandemic led lockdown has changed lives of many and urges the audience to contribute positively to the lives of those affected by supporting them and showing them, they care. It also subtly talks about cautious optimism with which Indians have restarted their journey as the next normal sets in.

Commenting on the campaign **Mr. P. Madhavan, EVP – Sales & Marketing, TVS Srichakra Limited**, said, "On Independence Day we come together as a nation and salute the efforts of selfless leaders who fought for our freedom. We have had a different kind of fight in the current year owing to COVID 19. With this campaign we wanted to appreciate and celebrate the people who have braved the pandemic and are looking forward to life, optimistically. This is our way of letting the local businesses know we care, and the campaign aims at sensitizing the audience to ride into the future instilling positivity in themselves and others."

The campaign aims at bringing people together for a greater cause by spreading love through acts of humanity towards people who have made our lives easy over the years.

YouTube Link: <https://www.youtube.com/watch?v=S-hK-WbsZdA>

About TVS Srichakra Ltd.: TVS Srichakra Limited, makers of TVS Eurogrip brand of tyres is one of India's leading manufacturers and exporters of Two, Three-Wheeler tyres and Off-Highway tyres. Incorporated in 1982, it is one of the flagship companies of the USD 8.5 Billion TVS Group which is India's largest Auto Ancillary conglomerate. With global research and development capabilities and cutting-edge technology, TVS Srichakra produces industry leading tyres for the automotive sector in India and worldwide. Headquartered in Madurai, TVS Srichakra has manufacturing facilities in Madurai (Tamil Nadu) and Rudrapur (Uttarakhand) with a production capacity of over 3 million tyres a month. The company has a design centre in Milan, Italy supporting the R&D centre in Madurai and the tyres are tested in Indian, European, and Japanese road conditions. TVS Srichakra's products are available in over 70 countries across the world. In India, the company enjoys a significant market share amongst the original equipment manufacturers and replacement markets and has a comprehensive network of distributors and dealers giving it a robust presence. For more information, visit <https://www.tvseurogrip.com/>

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