



**TVS Eurogrip celebrates the cricket season with social media campaign**  
**#TheSpecialistLeague**

~ The campaign garners over 1.7 million impressions on social media ~

**Chennai, 15<sup>th</sup> October 2020:** TVS Eurogrip, India's leading 2 & 3-wheeler tyre brand announced a digital and social media campaign **#TheSpecialistLeague**. The campaign aims to celebrate cricket and leverage the frenzy around the Indian Premier League and unite fans of the sport as the most awaited cricket tournament returns to the pitch this year.

The campaign has gone live with a series of posts and videos broadcasted by the company across their social media platforms. The highlight of the campaign is the brand's idea to come up with quirky names for the teams such Boom Bikers, Kings XI Racers, The Royal Bikers, The King Sooperiors, The Royal Wheels, The SunRiders, The Night Riders and The Dilli Cruisers. With a lot of topical content, polls and contests, the campaign intends to innovatively entertain and engage audiences with posts celebrating all achievements and milestones of the cricketers on the pitch during the IPL season. As part of the campaign, the brand has also released a series of short digital films set in a context of gully cricket with smart one liners that connect cricket with the two wheeler tyre category. The campaign has garnered a high engagement rate and has resulted in an increase in the followers of the brand's social handles by over 10% so far.

Speaking on the campaign, **Mr. P Madhavan- EVP, Sales and Marketing, TVS Srichakra Ltd** said, "For Indians, cricket is not just a sport, it's beyond that. To most, it is religion! This campaign celebrates exactly that, in a fun, quirky way. A good bike ride and a good cricket match are similar in many ways from thrill, fun and delight point of view. We have attempted to bring this alive through our #TheSpecialistLeague campaign."

Post the COVID lockdown, a long bike ride will be on the cards for many and TVS Eurogrip 'The Bike Tyre Specialist' will be there to make that journey memorable.

The campaign will run till the end of this cricketing season and the brand will continue to put out content and videos on their social media platforms to rejoice sports, entertainment and the positivity with which the nation is moving forward.

**Instagram Link:** <https://www.instagram.com/tvseurogrip/?hl=en>

**Facebook Link:** <https://www.facebook.com/TVSEurogrip/>

**YouTube Link:** [https://www.youtube.com/channel/UC\\_NPSed8hb1on8JLmt9PAyw](https://www.youtube.com/channel/UC_NPSed8hb1on8JLmt9PAyw)

**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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