



TVS Eurogrip launches campaign #LockdownSpecialist

~Gets over 1 million impressions within 4 days on social media

Chennai, 2nd September 2020: TVS Eurogrip, India's leading 2 & 3-wheeler Tyre brand announced a social media campaign **#LockdownSpecialist**. The campaign is a celebration of the insight that many people have acquired and embraced new skills and hobbies during the COVID 19 Pandemic lockdown period that include cooking, fitness, music etc. and over a period of time, have specialized in them. Fans are invited to send in images / videos of what new they picked up and aced during the lockdown period. The contest aims at bringing out the not-so-usual things people might have tried and mastered during the lockdown phase.

The contest has been rolled out on the company's official Facebook and Instagram pages and has received a good initial response from the users. As part of the contest, participants are encouraged to share their skills and upload it on social media using **#LockdownSpecialist** hashtag and tagging and following TVS Eurogrip's official Instagram handle.

TVS Eurogrip is collaborating with ex-Indian cricketer and popular social media personality Aakash Chopra for this campaign who in a video on his handle boasts of his newly acquired culinary skills during this lockdown period. He urges participants to get innovative and send in their entries with their distinctive skills to win exciting prizes.

The contest was rolled out on **28/08/2020** and will conclude on **08/09/2020**. It has generated over **1 million** impressions till date and has inspired people from across the country to share their new skills or acquire new ones while they are at home.

Instagram Link: <https://www.instagram.com/tvseurogrip/>

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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