



MEDIA COVERAGE REPORT JULY 2021

Print Coverage

Date	Publication	Headline	Edition
July 4, 2021	The Hindu	Europe's scooter market an opportunity for us	National

INTERVIEW | P. MADHAVAN

'Europe's scooter market an opportunity for us'

Capex will help expand tyre capacity: TVS Srichakra EVP

N. ANAND

Tyre manufacturer TVS Srichakra Ltd plans to invest ₹1,000 in capital expenditure over the next three years, says P. Madhavan, executive vice-president (EVP), sales and marketing. Edited excerpts



How has your performance been this year?

■ Between January and May, volumes have grown by over 150% against the same period last year in the replacement market and revenues have kept pace in the domestic market. Over the last three quarters and before, widespread lockdowns happened owing to the second wave of the pandemic, we could effect a distribution expansion to over 125 districts and unveil more than 10 new products in the growing tubeless tyre segment. We also worked on products to enter the small commercial vehicle tyre segment.

How about capex?

■ We had announced a capex of ₹1,000 crore and this investment is planned to be made over a 3-year period. The investment, when fully made, will result in an increase in two- and three-wheeler tyre capacity by 25-30% and doubling of off-highway tyre (OHT) capacity from the current levels.

What spurred you to introduce a new range of tyres during the pandemic?

■ Without doubt, COVID-19 has hit the world hard and the second wave, in particular, has reached our doorstep. We used this phase for a thorough and careful de-

As a manufacturer of 2-wheeler tyres for over 3 decades, we were confident of making a mark in developed markets

sign process, during which we studied market trends and riders' needs. We also completed various cycles of prototyping, which then were thoroughly tested in our laboratories, in race-tracks and roads as well, both in India and Europe, the result of which is being appreciated by customers across Europe.

What were the main reasons for entering the European scooter-tyre market?

■ Europe, as a market, is far more advanced and challenging for any brand that is entering it. As a manufacturer of two-wheeler tyres for over three decades, we were confident of making a mark even in developed markets.

Scooters in Europe are the most popular segment among two-wheeler riders.

Our prediction is that the period after the pandemic will see an increase in their usage as people will tend to avoid shared-mobility solutions and public transport. Scooters offer a cost effective, reliable and quick alternative to this. It's also a segment where our expertise

really gave us a push while developing the product in coordination with our Milan R&D centre.

What more can we expect in this line-up?

■ Eurogrip, as a bike tyre specialist brand, will continue to invest and expand its presence in all powered two-wheeler segments: Touring, Off-Road, On-Road, Trail and many more, all in due time.

Right now, we are in the middle of testing an off-road tyre (Motocross/Enduro), and the results, so far, have been outstanding. Post this, we'll move to a street product in radial as well as bias construction for motorcycles of medium and high displacement.

Do you have plans to set up a facility in Europe?

■ We are at present focusing on capacity expansion in India for two-wheelers and OHT. We have earmarked significant capex for the purpose.

Can we see the European products in India?

■ As a global company, our products will be made available wherever we believe there's a strategic need for them. Even though India and Europe markets are quite different, the emerging new Indian rider is evolving and it will result in bringing the two worlds closer, making it even simpler to establish a unique worldwide range.

Soon, new products introduced in Europe will be introduced in the Indian market as well as all countries where TVS Srichakra has established a distribution network.

Date	Publication	Headline	Edition
July 17, 2021	Vyapar	TVS Eurogrip's initiative	Mumbai

સામાજિક જાગૃતિ લાવવાની ટીવીએસ યુરોગ્રિપની પહેલ

ટીવીએસ યુરોગ્રિપે સામાજિક જાગૃતિ લાવવા માટે એક કેમ્પેઈન શરૂ કરી છે. મહામારીમાં સામાજિક દૂરી જાળવવાની અને



માસ્ક પહેરવા જેવા જરૂરી નિયમો પાળીને તે મહામારીને પ્રસારને કઈ રીતે અટકાવી શકે છે તે દર્શાવતો તેનો એક વીડિયો બનાવ્યો છે. બજારો, આરોગ્ય કેન્દ્રો અને હોસ્પિટલ જેવા જાહેર સ્થળો જ્યાં વધુ લોકો ભેગા થાય છે, ત્યાં ટીવીએસ યુરોગ્રિપે એક પ્રયોગ કર્યો. લોકોને આવી જગ્યામાં સુરક્ષિત અંતરમાં ઊભા રાખીને એક ફ્લોર રનર લગાવ્યું. તે સાથે ખાલી પડતી જગ્યામાં મોશન સેન્સર લગાવાયા, જેથી વ્યક્તિનું તે માર્કિંગવાળી જગ્યાથી ખસીને પોતાની આગળ કે પાછળની વ્યક્તિનું અંતર ઓછું થાય તેવી હિલચાલ કરે કે તરત એલાર્મ વાગે અને સંદેશો વહેતો થાય કે, સોશિયલ ડિસ્ટન્સિંગનું પાલન કરો.

ટીવીએસ શ્રીચક્રના સેલ્સ એન્ડ માર્કેટિંગ એક્ઝિક્યુટીવ વાઈસ પ્રેસિડન્ટ પી. માધવને કહ્યું કે, ડોક્ટર્સ અને સરકારે સૂચવેલા નિયમોનું પાલન કરવાની આપણી ઈચ્છા હોવા છતાં અજાણતાં તે ભૂલી જવાય છે. છીએ. દેશમાં નિયંત્રણો દૂર થઈ રહ્યા છે ત્યારે જનતાને આ નિયમ પાલનની યાદ આ કેમ્પેઈન અપાવશે.

Online Coverage

Portal: Brand Equity

URL: <https://brandequity.economictimes.indiatimes.com/news/advertising/tvs-eurogrip-conducts-social-distancing-experiment-in-new-ad/84226673>

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TVS Eurogrip conducts 'social distancing' experiment in new ad

The ad film aims to encourage the public to maintain social distance to curb pandemic...

ETBrandEquity • July 08, 2021, 11:09 IST



TVS Eurogrip has released a video on the importance of continuing to take necessary precautions such as maintaining 'social distancing', wearing a mask and how it can aid in combating the spread of the pandemic.

TVS Eurogrip urges public to maintain social distancing through 'Stand Apart To Stand Together' campaign

They conducted a social experiment across crowded public places such as supermarkets, diagnostic centres and pharmacies that



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TVS Eurogrip's latest campaign urges public to maintain social distancing

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With social distancing becoming the need of the hour during the pandemic and post pandemic era and enforcement of it becoming a challenge, TVS Eurogrip recently released an insightful video on the importance of continuing to take necessary precautions such as maintaining 'social distancing', wearing a mask and how it can aid in combating the spread of the pandemic.

TVS Eurogrip, India's leading 2 & 3-wheeler Tyre brand, conducted a social experiment across crowded public places such as supermarkets, diagnostic centres and pharmacies that involved placement of a floor runner with markers for people standing in the queue to be positioned at a safe distance from each other. The premises were wired with motion sensors to sound out an alarm when an individual crosses the threshold distance between himself / herself and others and played out the message "Yeh Responsibility wala mod hai, let's maintain social distancing" on the speaker systems specifically installed to educate and spread consciousness amongst the public. The company also placed awareness messages at multiple vantage points in these locations to amplify the communication that every single effort matters in this battle against the pandemic. The social experiment has been released as a video on digital channels to further the cause and propagate this social message.





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Commenting on the social experiment, Mr. P. Mathavan, EVP-Sales & Marketing, TVS Srichakra Ltd said, "While every one of us intends to follow the safety norms prescribed by healthcare experts and the government, we sub-consciously forget to do so. This social experiment has been conceptualized to re-emphasize the importance of the same. We, at TVS

Portal: Exchange 4 Media

URL: <https://www.exchange4media.com/marketing-news/tvs-eurogrip-reiterates-the-importance-of-social-distancing-in-new-film-114140.html>

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TVS Eurogrip reiterates the importance of social distancing in new film

The film is based on a social awareness experiment conducted by the brand in the metros

by exchange4media Staff
Updated: Jul 10, 2021 4:00 PM

Social Distancing - The need of the hour

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With social distancing becoming the need of the hour during the pandemic and post-pandemic era and enforcement of it becoming a challenge, TVS Eurogrip recently released a video on the importance of continuing to take necessary precautions such as maintaining 'social distancing', wearing a mask and how it can aid in combating the spread of the pandemic.

TVS Eurogrip conducted a social experiment across crowded public places such as supermarkets, diagnostic centres and pharmacies that involved placement of a floor

Portal: Pitch Chonnet

URL: <http://www.pitchonnet.com/blog/2021/07/07/tvs-eurogrip-urges-public-to-maintain-social-distancing-through-standaparttostandtogether-campaign/>




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TVS EUROGRIP URGES PUBLIC TO MAINTAIN SOCIAL DISTANCING THROUGH 'STANDAPARTTOSTANDTOGETHER' CAMPAIGN

July 7, 2021 By Team Pitch 16



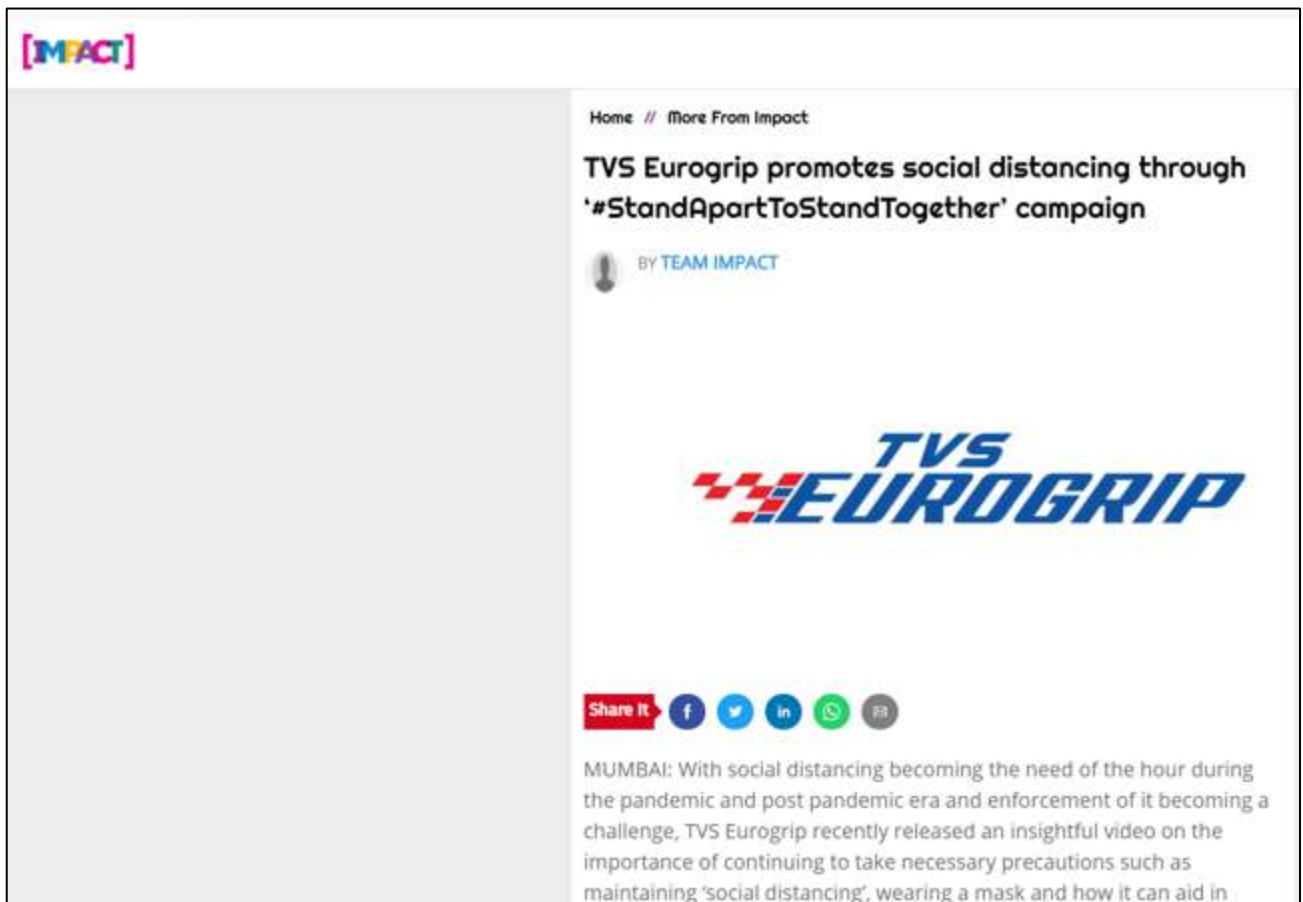
Conducts a social awareness experiment in metros

With social distancing becoming the need of the hour during the pandemic and post pandemic era and enforcement of it becoming a challenge, TVS Eurogrip recently released an insightful video on the importance of continuing to take necessary precautions such as maintaining 'social distancing', wearing a mask and how it can aid in combating the spread of the pandemic.

TVS Eurogrip, India's leading 2 & 3-wheeler Tyre brand, conducted a social experiment across crowded public places such as supermarkets, diagnostic centres and pharmacies that involved placement of a floor runner with markers for people standing in the queue to be positioned at a safe distance from each other. The premises were wired with motion sensors to send out an alarm when an individual crosses the threshold distance between himself / herself and others and played out the message "Yeh Responsibility wala mod hai, let's maintain social distancing" on the speaker systems specifically installed to educate and spread consciousness amongst the public. The company also placed awareness messages at multiple screens placed in these locations to

Portal: Impact

URL: <https://www.impactonnet.com/amp/more-from-impact/tvs-eurogrip-promotes-social-distancing-through-standaparttostandtogether-campaign-7527.html>









[IMPACT]

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TVS Eurogrip promotes social distancing through 'StandApartToStandTogether' campaign

BY TEAM IMPACT



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Portal: Manufacturing Today

URL: <https://www.manufacturingtodayindia.com/people/11011-tvs-eurogrip-conducts-social-awareness-experiment-in-metros>

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Jul 08, 2021

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TVS Eurogrip conducts social awareness experiment in metros

Urges public to maintain social distancing through 'StandApartToStandTogether' campaign.



P Madhavan, EVP-Sales & Marketing, TVS Srichakra Ltd

With social distancing becoming the need of the hour during the pandemic and post pandemic era and enforcement of it becoming a challenge, TVS Eurogrip recently released an insightful video on the importance of continuing to take necessary precautions such as maintaining 'social distancing', wearing a mask and how it can aid in combating the spread of the pandemic.

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The company also placed awareness messages at multiple vantage points in these locations to amplify the communication that every single effort matters in this battle against the pandemic. The social experiment has been released as a video on digital channels to further the cause and propagate this social message.

Commenting on the social experiment, P Madhavan, EVP-Sales & Marketing, TVS Srichakra Ltd said, "While every one of us intends to follow the safety norms prescribed by healthcare experts and the government, we sub-

Portal: APN News

URL: <https://www.apnnews.com/tvs-eurogrip-urges-public-to-maintain-social-distancing-through-standaparttostandtogether-campaign/>



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Cargill Donates 3 Advance Life Support (ALS) Ambulances to district health authorities in Davanagere, Karnataka

TVS Eurogrip urges public to maintain social distancing through ‘#StandApartToStandTogether’ campaign

Published on July 7, 2021

Mumbai: With social distancing becoming the need of the hour during the pandemic and post pandemic era and enforcement of it becoming a challenge, TVS Eurogrip recently released an insightful video on the importance of continuing to take necessary precautions such as maintaining ‘social distancing’, wearing a mask and how it can aid in combating the spread of the pandemic.

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Commenting on the social experiment, **Mr. P Madhavan, EVP-Sales & Marketing, TVS Srichakra Ltd** said, “While every one of us intends to follow the safety norms prescribed by healthcare experts and the government, we subconsciously forget to do so. This social experiment has been conceptualized to re-emphasize the importance of the same. We, at TVS Eurogrip believe we need conscious behavioural change for us to tackle the spread of the pandemic effectively. As the unlock process begins again in the country, we felt this would serve as a gentle reminder for the public. We firmly believe that it is our responsibility to instil positivity through these campaigns during these uncertain times just like we always urge two-wheeler riders about the importance of riding responsibly and safely on the roads.”

With this campaign, the company aims to bring back the attention of the public to “Safety First” and taming the spread of COVID by wearing a mask and maintaining social distancing.

Portal: Campaign India

URL: <https://www.campaignindia.in/video/tvs-eurogrip-buzzes-the-importance-of-social-distancing/470906>

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THE WORK

Campaign India Team | 19 hours ago

TVS Eurogrip buzzes the importance of social distancing

Watch the campaign executed by GroupM India here





Watch on  YouTube

TVS Eurogrip has rolled out a video of a social experiment the brand carried out to promote the importance of social distancing during the Covid-19 pandemic.

The experiment was executed by GroupM, across public places that involved placement of a floor runner with markers for people standing in the queue to be positioned at a safe distance from each other. The premises were wired with motion sensors to send out an alarm with a message when an individual crossed the

Portal: United News of India

URL: <http://www.uniindia.com/tvs-eurogrip-urges-public-to-maintain-social-distancing-through-standaparttostandtogether-campaign/east/news/2442193.html>



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Thursday, Jul 8 2021 | Time 12:05 Hrs(IST)



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Posted at: Jul 7 2021 2:15PM

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TVS Eurogrip urges public to maintain social distancing through ‘#StandApartToStandTogether’ campaign


Kolkata, Jul 07 (UNI) With social distancing becoming the need of the hour during the pandemic and post-pandemic era and enforcement of it becoming a challenge, TVS Eurogrip recently released an insightful video on the importance of continuing to take necessary precautions such as maintaining ‘social distancing’, wearing a mask and how it can aid in combating the spread of the pandemic.

TVS Eurogrip, India’s leading 2 & 3-wheeler Tyre brand, conducted a social experiment across crowded public places such as supermarkets, diagnostic centres and pharmacies that involved placement of a floor runner with markers for people standing in the queue to be positioned at a safe distance from each other.

The premises were wired with motion sensors to send out an alarm when an individual crosses the threshold distance between himself / herself and others and played out the message “Yeh Responsibility wala mod hai, let’s maintain social distancing” on the speaker systems specifically installed to educate and spread consciousness amongst the public. The company also placed awareness messages at multiple vantage points in these locations to amplify the communication that every single effort matters in this battle against the pandemic. The social experiment has been released as a video on digital channels to further the cause and propagate this social message.

Portal: Media Bulletins

URL: <http://mediabulletins.com/business/tvs-eurogrip-urges-public-to-maintain-social-distancing-through-standaparttostandtogether-campaign-conducts-a-social-awareness-experiment-in-metros/>



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TVS Eurogrip urges public to maintain social distancing through ‘#StandApartToStandTogether’ campaign ~Conducts a social awareness experiment in metros~

July 7, 2021

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Mumbai, 7th July 2021: With social distancing becoming the need of the hour during the pandemic and post pandemic era and enforcement of it becoming a challenge, TVS Eurogrip recently released an insightful video on the importance of continuing to take necessary precautions such as maintaining 'social distancing', wearing a mask and how it can aid in combating the spread of the pandemic.


TVS Eurogrip, India's leading 2 & 3-wheeler Tyre brand, conducted a social experiment across crowded public places such as supermarkets, diagnostic centres and pharmacies that involved placement of a floor runner with markers for people standing in the queue to be positioned at a safe distance from each other. The premises were wired with motion sensors to send out an alarm when an individual crosses the threshold distance between himself / herself and others and played out the message "Yeh Responsibility viala mod hai, let's maintain social distancing" on the speaker systems specifically installed to educate and spread consciousness amongst the public. The company also placed awareness messages at multiple vantage points in these locations to amplify the communication that every single effort matters in this battle against the pandemic. The social experiment has been released as a video on digital channels to further the cause and propagate this social message.

Commenting on the social experiment, Mr. P. Madhavan, EVP-Sales & Marketing, TVS Srichakra Ltd said, "While every one of us intends to follow the safety norms prescribed by healthcare experts and the government, we sub-consciously forget to do so. This social experiment has been conceptualized to re-emphasize the importance of the same. We, at TVS Eurogrip believe we need conscious behavioural change for us to tackle the spread of the pandemic effectively. As the unlock process begins again in the country, we felt this would serve as a gentle reminder for the public. We firmly believe that it is our responsibility to instill positivity through these campaigns during these uncertain times just like we always urge two-wheeler riders about the importance of riding responsibly and safely on the roads."

With this campaign, the company aims to bring back the attention of the public to 'Safety First' and taming the spread of COVID by wearing a mask and maintaining social distancing.

The video is live across all social media platforms.

YouTube Link:



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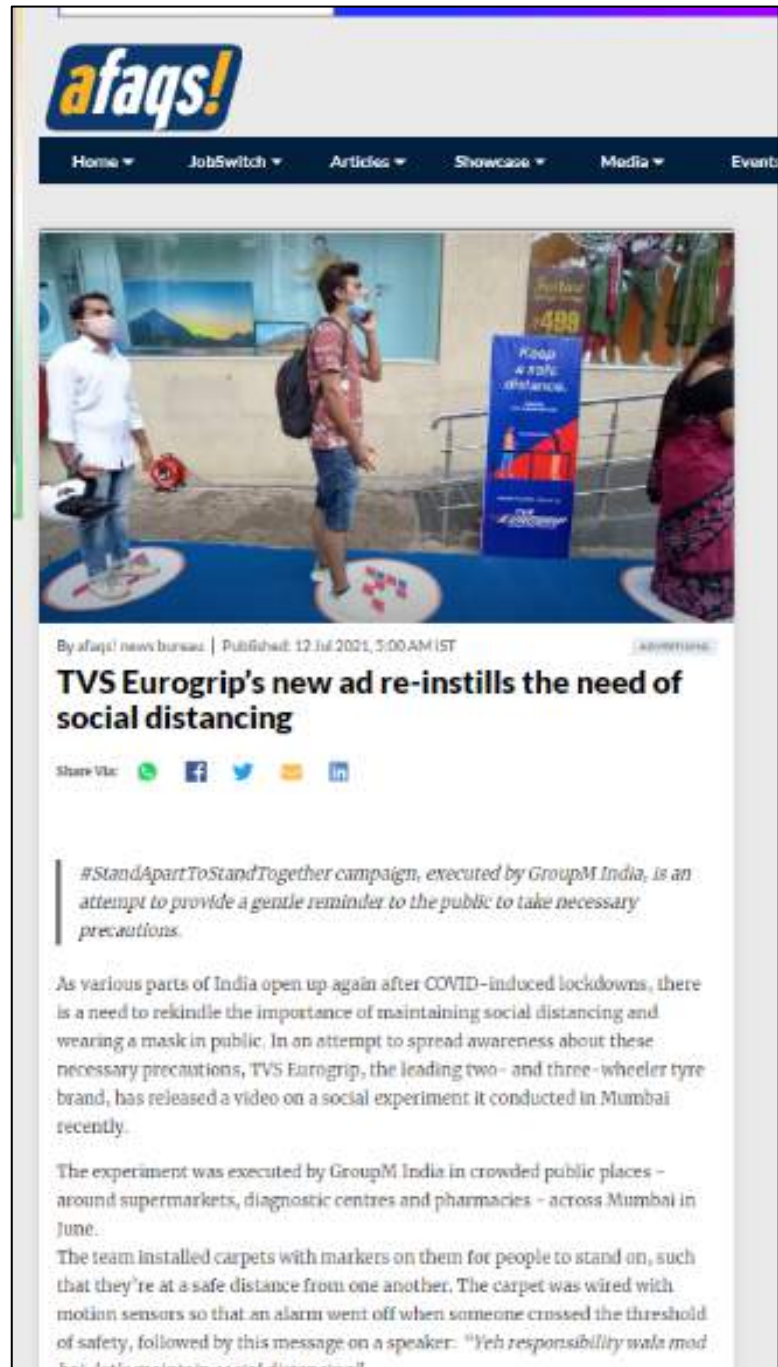
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Portal: afaqs

URL: <https://www.afaqs.com/news/advertising/tvs-eurogrips-new-ad-re-instills-the-need-of-social-distancing>







The screenshot shows the afaqs! website interface. At the top is the afaqs! logo and a navigation bar with links: Home, JobSwitch, Articles, Showcase, Media, and Events. Below the navigation bar is a large image showing a social experiment setup. Two men are standing on a blue carpet with white circular markers. A sign in the background reads 'Keep a safe distance' and 'TVS Eurogrip'. Below the image, the article text begins with the byline 'By afaqs! news bureau | Published: 12 Jul 2021, 5:00 AM IST' and the title 'TVS Eurogrip's new ad re-instills the need of social distancing'. The article includes a quote about the #StandApartToStandTogether campaign and describes the social experiment conducted in Mumbai.

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By afaqs! news bureau | Published: 12 Jul 2021, 5:00 AM IST

TVS Eurogrip's new ad re-instills the need of social distancing

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#StandApartToStandTogether campaign, executed by GroupM India, is an attempt to provide a gentle reminder to the public to take necessary precautions.

As various parts of India open up again after COVID-induced lockdowns, there is a need to rekindle the importance of maintaining social distancing and wearing a mask in public. In an attempt to spread awareness about these necessary precautions, TVS Eurogrip, the leading two- and three-wheeler tyre brand, has released a video on a social experiment it conducted in Mumbai recently.

The experiment was executed by GroupM India in crowded public places - around supermarkets, diagnostic centres and pharmacies - across Mumbai in June.

The team installed carpets with markers on them for people to stand on, such that they're at a safe distance from one another. The carpet was wired with motion sensors so that an alarm went off when someone crossed the threshold of safety, followed by this message on a speaker: "Yeh responsibility wala mod hai. Let's maintain social distancing!"

Portal: Pin 365

URL: <https://www.pin-365.com/articles/tvs-eurogrip-launches-social-media-campaign-to-spread-awareness-about-social-distancing>




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By TVS News · 07 Jul 2021

TVS Eurogrip Launches Social Media Campaign To Spread Awareness About Social Distancing

TVS Eurogrip has launched its #StandApartToStandTogether campaign to spread awareness about social distancing.

The company conducted social experiments across crowded places such as supermarkets, diagnostic centres and pharmacies, which involved an alarm going off every time a person crossed the threshold distance among other customers. Using floor markers with markers and motion sensors to track proximity, the alarm would play out a message that urged the customers to maintain social distancing.

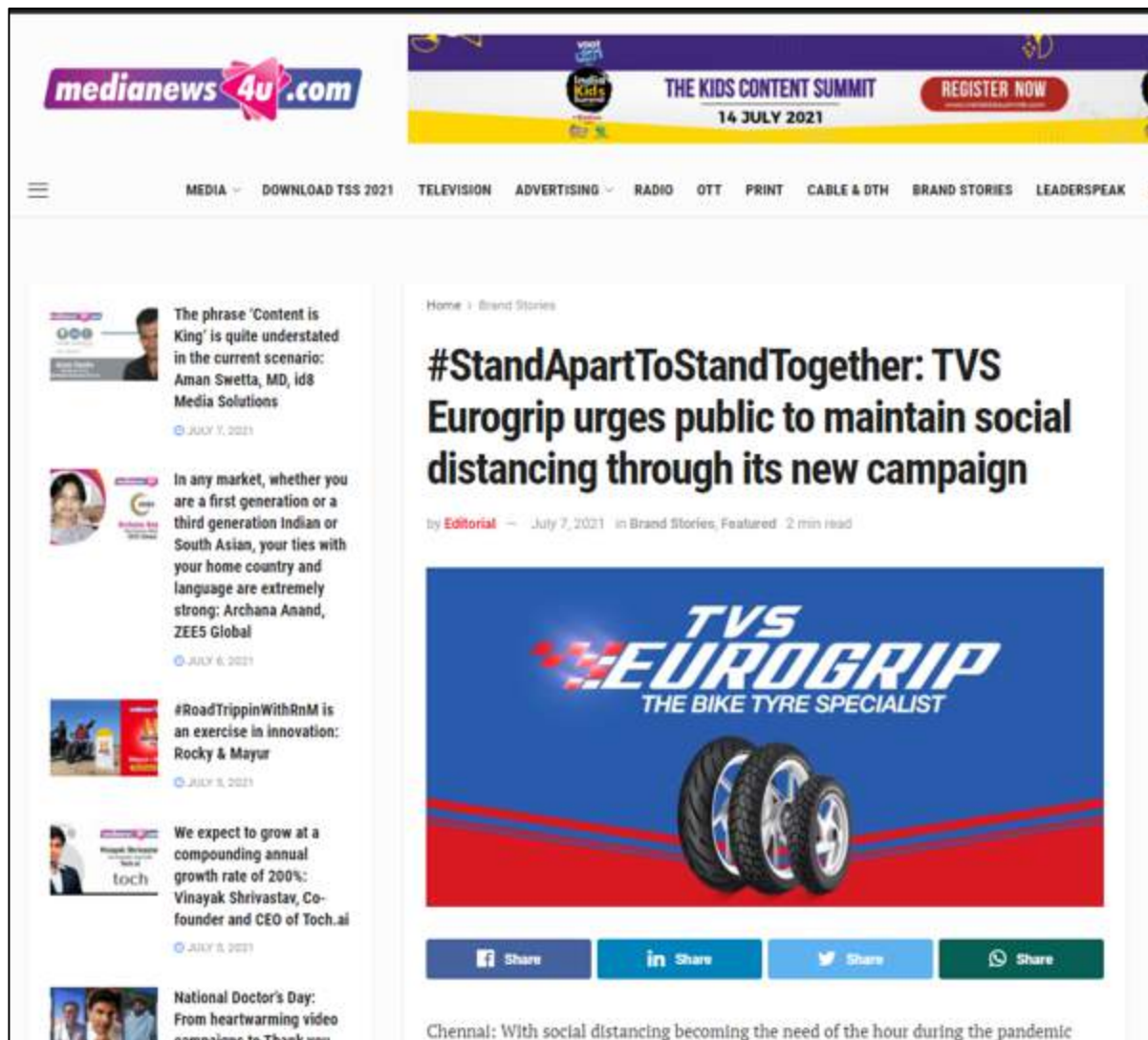
A video of the social experiment has been released on digital platforms to further the cause and propagate the social message. The company aims to bring attention of the public to safety first and curbing the spread of Covid-19 by wearing masks and maintaining social distancing.



P Madhavan, EVP – Sales & Marketing, TVS Scooters, said, "While every one of us intends to follow the safety norms prescribed by healthcare experts and the government, we subconsciously forget to do so. This social experiment has been conceptualised to re-emphasise the importance of the same. We at TVS Eurogrip believe we need conscious behavioural change for us to tackle the spread of the pandemic effectively. As the unlock period begins again in the country, we also need to think as a whole community to do a lot more, like 20 mins of daily exercise, to curb the spread of the virus, to ensure a safe and healthy life for all."

Portal: Medianews4u.com

URL: <https://www.medianews4u.com/standaparttostandtogether-tvs-eurogrip-urges-public-to-maintain-social-distancing-through-its-new-campaign/>



The screenshot displays the Medianews4u.com website. The header features the site's logo and a navigation menu with categories like MEDIA, TELEVISION, and ADVERTISING. A prominent banner at the top right promotes 'THE KIDS CONTENT SUMMIT' on July 14, 2021. The main content area highlights a news article titled '#StandApartToStandTogether: TVS Eurogrip urges public to maintain social distancing through its new campaign'. The article is attributed to an Editorial and dated July 7, 2021. Below the title is a large image of a TVS Eurogrip tire with the slogan 'THE BIKE TYRE SPECIALIST'. Social media sharing buttons for Facebook, LinkedIn, Twitter, and WhatsApp are visible. A sidebar on the left contains several other news snippets, including one about the phrase 'Content is King' and another about a first-generation Indian or South Asian. The bottom of the article mentions 'Chennai: With social distancing becoming the need of the hour during the pandemic'.

Portal: Media Brief

URL: <https://mediabrief.com/standaparttostandtogether-says-tvs-eurogrips-new-campaign/>

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Marketing

'#StandApartToStandTogether', says TVS Eurogrip's new campaign

By The News Desk - July 7, 2021

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With social distancing becoming the need of the hour during the pandemic and post pandemic era and enforcement of it becoming a challenge, **TVS Eurogrip** recently released an insightful video on the importance of continuing to take necessary precautions such as maintaining 'social distancing', wearing a mask and how it can aid in combating the spread of the pandemic.

TVS Eurogrip, India's leading 2 & 3-wheeler Tyre brand, conducted a social experiment across crowded public places such as supermarkets, diagnostic centres and pharmacies that involved placement of a floor runner with markers for people standing in the queue to be positioned at a safe distance from each other.

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Portal: International News and Views

URL: <https://www.internationalnewsandviews.com/tvs-eurogrip-urges-public-to-maintain-social-distancing/>

Thursday, July 8th, 2021

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TVS Eurogrip urges public to maintain social distancing

Updated on 7 Jul, 2021 11:45 AM IST BY Editor Total Read - 44 Comments - 0

TVS Eurogrip urges public to maintain social distancing through '#StandApartToStandTogether' campaign

Conducts a social awareness experiment in metros

INVC NEWS
Mumbai,

With social distancing becoming the need of the hour during the pandemic and post pandemic era and enforcement of it becoming a challenge, TVS Eurogrip recently released an insightful video on the importance of continuing to take necessary precautions such as maintaining 'social distancing', wearing a mask and how it can aid in combating the spread of the pandemic.

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Portal: One Media cafe

URL: <https://onlinemediacafe.com/business/tvs-eurogrip-urges-public-to-maintain-social-distancing-through-stand-apart-to-stand-together-campaign/>

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TVS Eurogrip urges public to maintain social distancing through 'Stand Apart To Stand Together' campaign

19 hours ago Surya Pillai



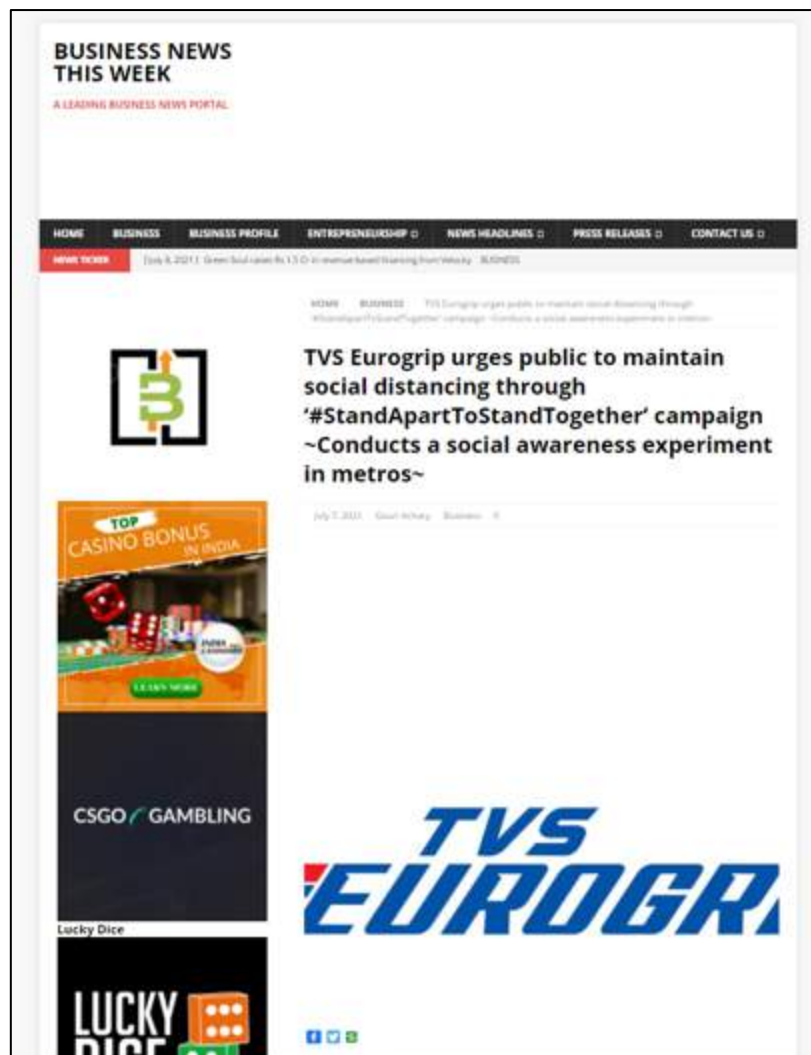
Mumbai. With social distancing becoming the need of the hour during the pandemic and post pandemic era and enforcement of it becoming a challenge, TVS Eurogrip recently released an insightful video on the importance of continuing to take necessary precautions such as maintaining 'social distancing', wearing a mask and how it can aid in combating the spread of the pandemic.

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Commenting on the social experiment, Mr P Madhavan, EVP-Sales & Marketing, TVS Srichakra Ltd said, "While every one of us intends to follow the safety norms prescribed by healthcare experts and the government, we sub-consciously forget to do so. This social experiment has been conceptualized to re-emphasize the importance of the same. We, at TVS Eurogrip believe we need conscious behavioral change for us to tackle the spread of the pandemic effectively. As the unlock process begins again in the country, we felt this would serve as a gentle reminder for the public. We firmly believe that it is our responsibility to instill positivity through these campaigns during these

Portal: Business News This Week

URL: <http://businessnewsthisweek.com/business/tvs-eurogrip-urges-public-to-maintain-social-distancing-through-standaparttostandtogether-campaign-conducts-a-social-awareness-experiment-in-metros/>



Portal: Digital Media 9

URL: <https://digitalmedia9.com/business/tvs-eurogrip-urges-public-to-maintain-social-distancing-through-standaparttostandtogether-campaign-conducts-a-social-awareness-experiment-in-metros/>

Digital Media 9

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JULY 7, 2021

TVS Eurogrip urges public to maintain social distancing through ‘#StandApartToStandTogether’ campaign ~Conducts a social awareness experiment in metros~

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Mumbai, 7th July 2021: With social distancing becoming the need of the hour during the pandemic and post pandemic era and enforcement of it becoming a challenge, TVS Eurogrip recently released an insightful video on the importance of continuing to take necessary precautions such as maintaining ‘social distancing’, wearing a mask and how it can aid in combating the spread of the pandemic.

Portal: Content Media Solution

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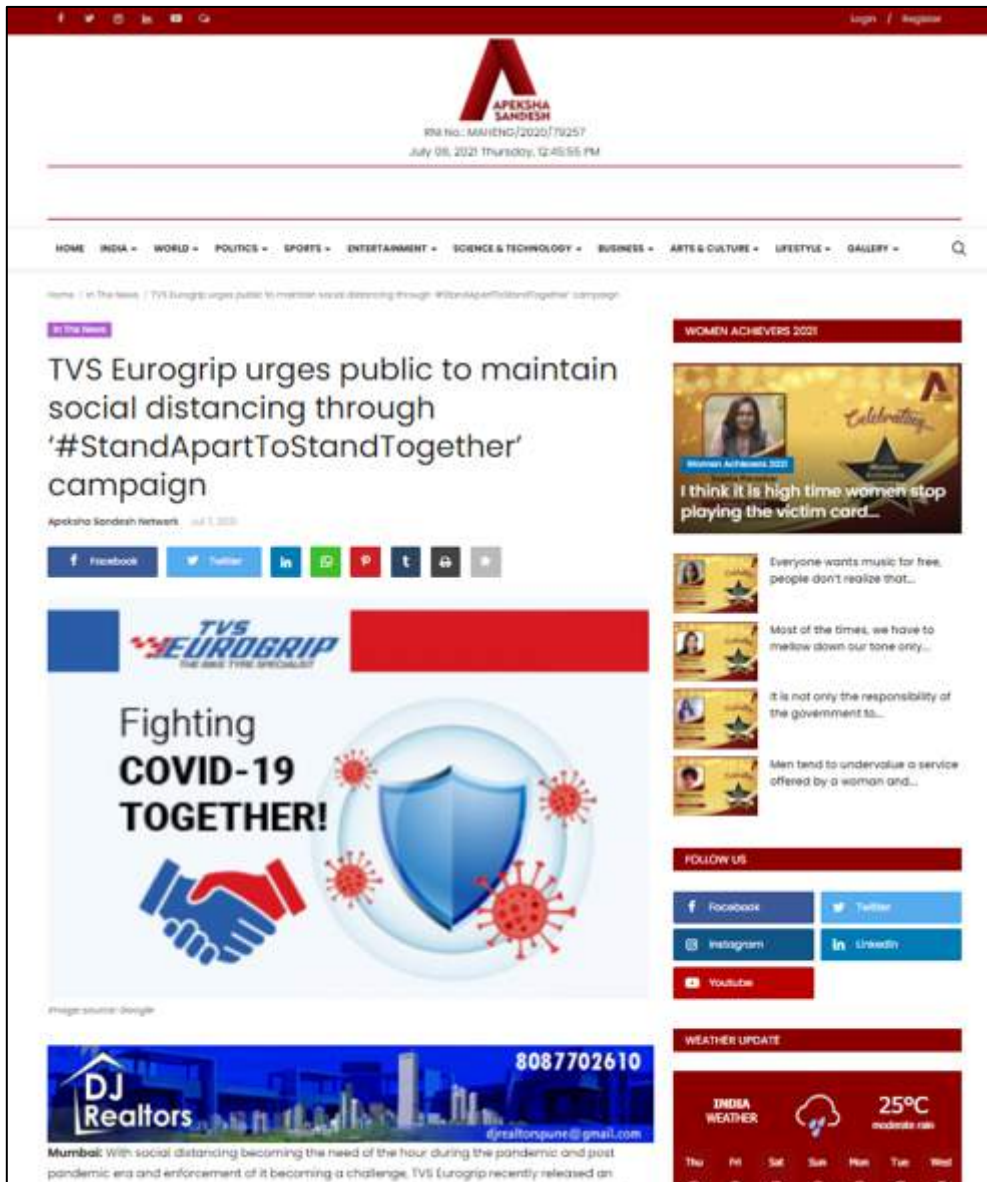


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Portal: Apeksha Sandesh

URL: <https://apekshasandesh.com/tvs-eurogrip-urges-public-to-maintain-social-distancing-through-standaparttostandtogether-campaign>



The screenshot shows the homepage of the Apeksha Sandesh website. At the top, there is a navigation bar with links to various sections: HOME, INDIA, WORLD, POLITICS, SPORTS, ENTERTAINMENT, SCIENCE & TECHNOLOGY, BUSINESS, ARTS & CULTURE, LIFESTYLE, and GALLERY. The main headline reads: "TVS Eurogrip urges public to maintain social distancing through '#StandApartToStandTogether' campaign". Below the headline, there is a large graphic with the text "Fighting COVID-19 TOGETHER!" and an illustration of a shield and a handshake. To the right of the main article, there is a sidebar with a section titled "WOMEN ACHIEVERS 2021" featuring a woman's portrait and a quote: "I think it is high time women stop playing the victim card...". Below this, there are several smaller quotes from women. At the bottom of the page, there is a "WEATHER UPDATE" section showing the current temperature as 25°C and a "DJ Realtors" advertisement with the contact number 8087702610.

Portal: Mumbai News Network

URL: <https://mumbainewsnetworks.blogspot.com/2021/07/tvs-eurogrip-urges-public-to-maintain.html>

Mumbai News Network Latest News

Wednesday, 7 July 2021

TVS Eurogrip urges public to maintain social distancing through '#StandApartToStandTogether' campaign



~Conducts a social awareness experiment in metros~

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With this campaign, the company aims to bring back the attention of the public to "Safety First" and taming the spread of COVID by wearing a mask and maintaining social distancing.

The video is live across all social media platforms.

YouTube Link:
<https://www.youtube.com/watch?v=Ttco2pg2QWM>

TVS Eurogrip Social Media:

Facebook- <https://www.facebook.com/TVSEurogrip/>

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

Twitter- <https://twitter.com/TVSEurogrip>

LinkedIn- <https://www.linkedin.com/company/tvs-eurogrip/>

About TVS Srichakra Ltd: TVS Srichakra Limited, makers of TVS Eurogrip brand of tyres is one of India's leading tyre brands and a part of TVS Group. With a rich history and a strong presence in the tyre industry, TVS Srichakra Limited is committed to providing high-quality products and services to its customers.

About Me

 **Bharat Jesrani**

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Portal: FM Live

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The Fact Maker

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TVS Eurogrip Urges Public To Maintain Social Distancing Through '#Standaparttogether' Campaign



POSTED ON July 7, 2021
BY Fact Maker
1 day ago

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Mumbai: With social distancing becoming the need of the hour during the pandemic and post pandemic era and enforcement of it becoming a challenge, TVS Eurogrip recently released an insightful video on the importance of continuing to take necessary precautions such as maintaining 'social distancing', wearing a mask and how it can aid in combating the spread of the pandemic.

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With this campaign, the company aims to bring back the attention of the public to "Safety First" and taming the spread of COVID by wearing a mask and maintaining social distancing.

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Portal: The News Strike

URL: <https://thenewstrike.com/tvs-eurogrip-urges-public-to-maintain-social-distancing-through-standaparttostandtogether-campaign/>

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TVS EUROGRIP URGES PUBLIC TO MAINTAIN SOCIAL DISTANCING THROUGH ‘#STANDAPARTTOSTANDTOGETHER’ CAMPAIGN
News | July 7, 2021 | Business | No Comments

With social distancing becoming the need of the hour during the pandemic and post-pandemic era and enforcement of it becoming a challenge, TVS Eurogrip recently released an insightful video on the importance of continuing to take necessary precautions such as maintaining social distancing, wearing a mask and how it can aid in combating the spread of the pandemic.

TVS Eurogrip, India's leading 2 & 3-wheeler Tyre brand, conducted a social experiment across crowded public places such as supermarkets, diagnostic centres and pharmacies that involved placement of a floor marker with markers for people standing in the queue to be positioned at a safe distance from each other. The premises were wired with motion sensors to send out an alarm when an individual crosses the threshold distance between himself / herself and others and played out the message "Yes Responsibility starts now, let's maintain social distancing" in the speaker systems specifically installed to educate and spread consciousness amongst the public. The company also placed awareness messages at multiple strategic points in these locations to amplify the communication that every single effort matters in this battle against the pandemic. The social experiment has been released as a video on digital channels to further the cause and propagate this social message.

Commenting on the social experiment, Mr. P Madhavan, TVS Sales & Marketing, TVS Sriharika Unit said, "While every one of us intends to follow the safety norms prescribed by healthcare experts and the government, we sub-consciously forget to do so. This social experiment has been conceptualized to re-emphasize the importance of the same. We, at TVS Eurogrip believe we need conscious behavioural change for us to tackle the spread of the pandemic effectively. As the unlock across begins again in the country, we felt this could serve as a gentle reminder for the public. We firmly believe that it is our responsibility to tread carefully through these uncertain times just like we always urge two-wheeler riders about the importance of riding responsibly and safety on the roads."

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ABOUT THE AUTHOR

Edner

Portal: Passionate in Marketing

URL: <https://www.passionateinmarketing.com/tvs-eurogrip-urges-public-to-maintain-social-distancing-through-standaparttostandtogether-campaign/>

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By admin · July 8, 2021 32 0





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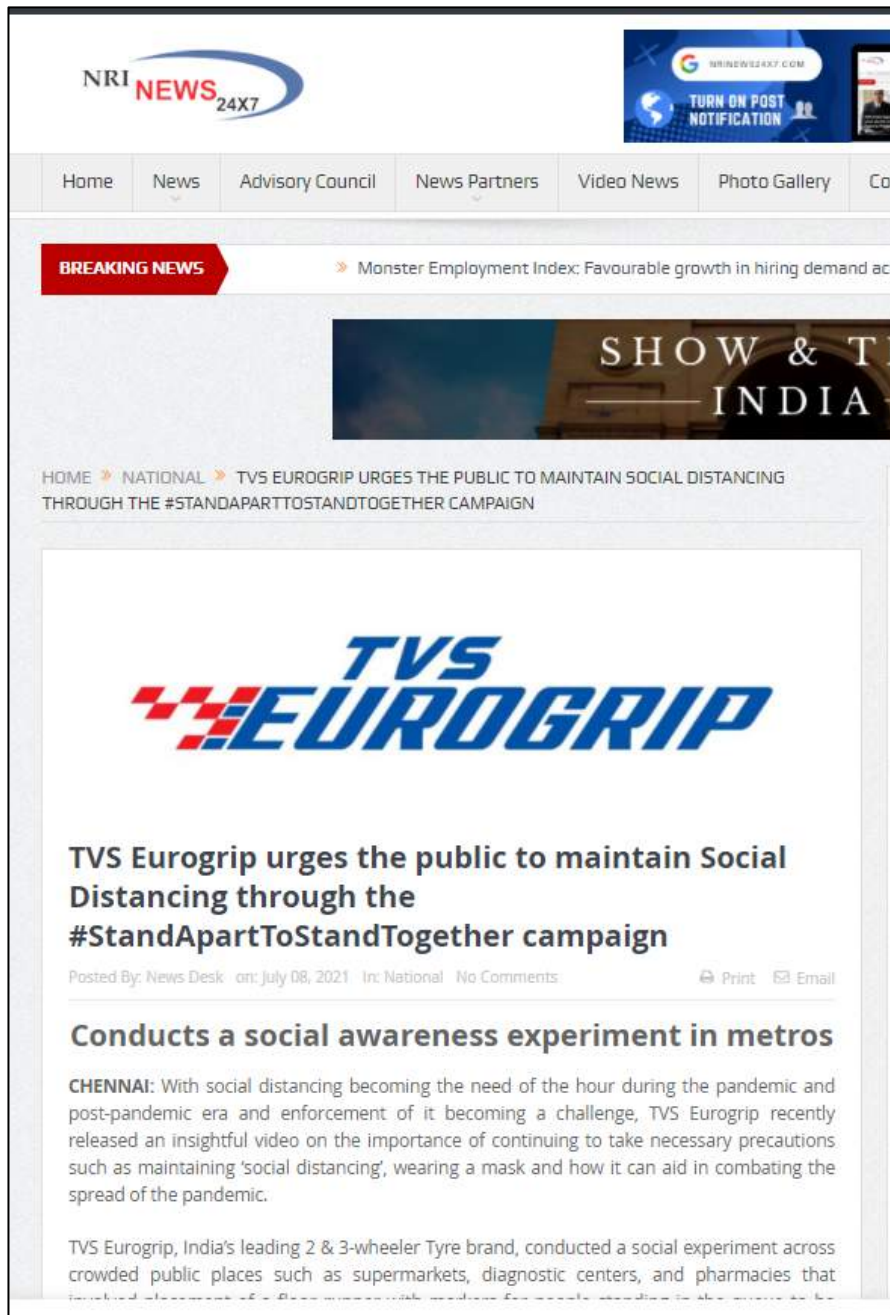


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TVS Eurogrip, India's leading 2 & 3-wheeler Tyre brand, conducted a social experiment across crowded public

Portal: NRI NEWS 24*7

URL: <https://nrinews24x7.com/tvs-eurogrip-urges-the-public-to-maintain-social-distancing-through-the-standaparttostandtogether-campaign/>



The screenshot shows the NRI NEWS 24X7 website. The header includes the NRI NEWS 24X7 logo and a navigation menu with links: Home, News, Advisory Council, News Partners, Video News, Photo Gallery, and Contact. A 'BREAKING NEWS' banner is visible, followed by a 'SHOW & TELL INDIA' section. The main article is titled 'TVS Eurogrip urges the public to maintain Social Distancing through the #StandApartToStandTogether campaign'. The article text states: 'CHENNAI: With social distancing becoming the need of the hour during the pandemic and post-pandemic era and enforcement of it becoming a challenge, TVS Eurogrip recently released an insightful video on the importance of continuing to take necessary precautions such as maintaining 'social distancing', wearing a mask and how it can aid in combating the spread of the pandemic. TVS Eurogrip, India's leading 2 & 3-wheeler Tyre brand, conducted a social experiment across crowded public places such as supermarkets, diagnostic centers, and pharmacies that involved placement of a floor marker with message for people standing in the queue to be...'

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TVS EUROGRIP

TVS Eurogrip urges the public to maintain Social Distancing through the #StandApartToStandTogether campaign

Posted By: News Desk on: July 08, 2021 In: National No Comments: [Print](#) [Email](#)

Conducts a social awareness experiment in metros

CHENNAI: With social distancing becoming the need of the hour during the pandemic and post-pandemic era and enforcement of it becoming a challenge, TVS Eurogrip recently released an insightful video on the importance of continuing to take necessary precautions such as maintaining 'social distancing', wearing a mask and how it can aid in combating the spread of the pandemic.

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