



TVS Eurogrip celebrates Father's Day with a new social media campaign

~Highlights how fathers "Turn Things Around" on Father's Day 2021

Chennai, 18th June 2021: TVS Srichakra Limited, India's leading 2 & 3-wheeler Tyre Company, has rolled out a social media campaign **#TurnItAround** to celebrate **Father's Day 2021**. Taking a simple, contextual situation that children are experiencing right now, due to the second wave of the pandemic, the campaign talks about how Fathers are our everyday heroes who can turn around any situation.

Commenting on the campaign **Mr. P Madhavan, EVP – Sales & Marketing, TVS Srichakra Limited**, said, "The insight picked up for our Father's Day campaign is extremely relatable to present day fathers of young children. It brings alive the bond cherished between a father and his daughter, through a simple act of 'motorbike ride' together. **#TurnItAround** is themed around how despite limitations presented by the pandemic, fathers have managed to engage and bring a smile on the face of their kids. We as a brand, stand by them."

The video is live across all social media platforms.

YouTube Link: <https://www.youtube.com/watch?v=Uzu5mOwivQs>

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 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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