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Date	Publication	Headline	Edition
04-12-2021	Hindustan Express	TVS Eurogrip premier an array of products at EICMA 2021	Jaipur

टीवीएसयूरोग्रिप ने ईआईसीएमए, मिलान 2021 में उत्पादों की एक श्रृंखला के साथ यूरोप में प्रवेश किया

हिन्दुस्तान एक्सप्रेस

चेन्नई। टीवीएस श्रीचक्र लिमिटेड, भारत की अग्रणी निर्माता और टू व्हीलर और श्री व्हीलर टायरों के निर्यातक, ने मिलान में 23 से 28 नवंबर तक आयोजित ईआईसीएमए अंतर्राष्ट्रीय प्रदर्शनी 2021 के संस्करण में भाग लिया। इस मेले में उद्योग जगत, मीडिया और उपभोक्ताओं के सैकड़ों हजारों प्रतिभागियों का स्वागत किया गया, जो मोटरसाइकिल की दुनिया के जुनून से दुनिया भर से एक साथ आए थे। टायर उद्योग में एक वैश्विक खिलाड़ी के रूप में अपनी स्थिति के अनुरूप, टीवीएस यूरोग्रिप उन कुछ भारतीय कंपनियों में से एक थी, जिन्होंने यूरोग्रिप और टीवीएस यूरोग्रिपके ब्रांडों के तहत टू व्हीलर टायरों की अपनी

अत्याधुनिक रेंज का प्रदर्शन करने वाले एक स्लैये के साथ इस प्रसिद्ध आयोजन में भाग लिया। ईआईसीएमएप्रदर्शनी में अपनी भागीदारी पर बोलते हुए, कार्यकारी उपाध्यक्ष पी माधवन ने कहा, हम इस साल ईआईसीएमए 2021 शो का हिस्सा बनकर खुश हैं, जो हमारे टू-व्हीलर टायरों की नवीनतम रेंज को प्रदर्शित करता है, यह यूरोग्रिप के लक्ष को विदेशी बाजार में विस्तार और तकनीकी रूप से बेहतर उच्च प्रदर्शन वाले टायर प्रदान करने के लिए मजबूत करता है। कंपनी ईआईसीएमए में उत्पादों की नवीनतम श्रृंखला लेकर आई है, जो मदुरै, भारत और मिलान, इटली में स्थित अनुसंधान एवं विकास केंद्रों के बीच के सहयोग से उत्पन्न हुई है और यूरोपीय, एशियाई और भारतीय बाजारों के लिए निर्मित है।

Date	Publication	Headline	Edition
04-12-2021	Dainik Adhikar	TVS Eurogrip premiur an array of products at EICMA 2021	Jaipur

**टीवीएस यूरोग्रिप ने ईआयसीएमए ,
मिलान 2021 में उत्पादों की एक श्रृंखला
के साथ यूरोप में प्रवेश किया**

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Date	Publication	Headline	Edition
04-12-2021	Uday Today	TVS Eurogrip premier an array of products at EICMA 2021	Jaipur

टीवीएसयूरोग्रिप ने ईआयसीएमए (EICMA),मिलान 2021 में उत्पादों की एक श्रृंखला के साथ यूरोप में प्रवेश किया

चेन्नई, (उदय टुडे)। टीवीएस श्रीचक्र लिमिटेड, भारत की अग्रणी निर्माता और टू व्हीलर और थ्री व्हीलर टायरों के निर्यातक, ने मिलान में 23 से 28 नवंबर तक आयोजित ईआईसीएमए अंतर्राष्ट्रीय प्रदर्शनी 2021 के संस्करण में भाग लिया। इस मेले में उद्योग जगत, मीडिया और उपभोक्ताओं के सैकड़ों हजारों प्रतिभागियों का स्वागत किया गया, जो मोटरसाइकिल की दुनिया के जुनून से दुनिया भर से एक साथ आए थे। टायर उद्योग में एक वैश्विक खिलाड़ी के रूप में अपनी स्थिति के अनुरूप, टीवीएस यूरोग्रिप उन कुछ भारतीय कंपनियों में से एक थी, जिन्होंने यूरोग्रिप और टीवीएस यूरोग्रिपके ब्रांडों के तहत टू व्हीलर टायरों की अपनी अत्याधुनिक रेंज का प्रदर्शन करने वाले एक रवैये के साथ इस प्रसिद्ध आयोजन में भाग लिया। ईआईसीएमएप्रदर्शनी

(EICMA SHOW) में अपनी भागीदारी पर बोलते हुए, कार्यकारी उपाध्यक्ष पी माधवन ने कहा, हम इस साल ईआईसीएमए (EICMA) 2021 शो का हिस्सा बनकर खुश हैं, जो हमारे टू-व्हीलर टायरों की नवीनतम रेंज को प्रदर्शित करता है, यह यूरोग्रिप के लक्ष्य को विदेशी बाजार में विस्तार और तकनीकी रूप से बेहतर उच्च प्रदर्शन वाले टायर प्रदान करने के लिए मजबूत करता है। कंपनी ईआईसीएमए में उत्पादों की नवीनतम श्रृंखला लेकर आई है, जो मद्रुरै, भारत और मिलान, इटली में स्थित अनुसंधान एवं विकास केंद्रों के बीच के सहयोग से उत्पन्न हुई है और यूरोपीय, एशियाई और भारतीय बाजारों के लिए निर्मित है। प्रदर्शन में प्रमुख बीईई उत्पादन श्रृंखला थी। जो इस साल की शुरुआत में यूरोप में लॉन्च की गई,जहां इसे लॉन्च किया गया

हैउन देशों में इस रेंज को व्यापक रूप से स्वीकार किया गया है। 40 से अधिक आकारों में पेश किए जाने के साथ, बीईई कनेक्ट स्कूटर टायर ऐसा है जो शहरों और ग्रामीण इलाकों में अधिक रूप से घूमने वाले असंख्य वाहनों के लिए फिट बैठता है, जो चालकोंको उनकी सभी यात्राओं के दौरान टिकाऊ और गतिशील प्रदर्शन प्रदान करता है। बीईई परिवार में अगला उत्पादन, बीईई स्पोर्ट और बीईई सिटीयह कम विस्थापन वाली मोटरसाइकिल, मोपेड और कई एशियाई देशों में लोकप्रिय अंडरबोन्स के लिए समर्पित हैं, जो एक स्टाइलिश और आधुनिक ट्रेड डिजाइन और मैच के लिए एक दृष्टिकोण के साथ हैं। हम आने वाली तिमाहियों में बी सिटी और बी स्पोर्ट की रेंज में बेहतर इजाफा देखना जारी रखेंगे। जैसा कि इस साल की शुरुआत में घोषणा की गई थी, शहर और राष्ट्रीय मार्गपर

सवारी के लिए टायरों के अलावा, यह ब्रांड अब ऑन/ऑफ एक्सपीरियंस सेगमेंट में उत्पादों को जोड़ना चाहता है। जब क्षैतिज रूप से सवारी करना पर्याप्त नहीं होता है, तब क्लायंबर एक्ससी (CLIMBER XC)कूद, ढलानों, चट्टानों, खड़ी पहाड़ियों, नदीतल - किनारों, लकीरे रास्ते और मोटोकॉर्स, एंडुरो और ट्रेल प्रकारोंके के सभी उतार-चढ़ाव का आनंद लेने के लिए बना टायर है। यूरोग्रिप के निरंतर अनुसंधान और उच्च प्रदर्शन मोटरसाइकिलों के लिए उत्पादों में निवेश के एक प्रमाण के रूप में, रेडियल टायर्स प्रोटोर्क एक्सट्रीम (PROTORQ EXTREME)और रोडहौंड (ROADHOUND) ने जनता, व्यापारियों और रेसिंग टीम के सदस्यों से समान रूप से प्रचुर रुचि प्राप्त की, जिन्होंने स्पोर्ट्स लुक और दोनों उत्पादों के धाडसी प्रोफाइल की प्रशंसा की।

Date	Publication	Headline	Edition
07-12-2021	Times of Power & Voice	TVS Eurogrip premier an array of products at EICMA 2021	Pune

TVS Eurogrip drives into Europe with a range of products at EICMA, Milan 2021

Pune (P&V news service):-TVS Srichakra Limited, India's leading manufacturer & exporter of two and three wheelers tyres, participated in the 2021 edition of the EICMA International Exhibition, held from 23rd to 28th of November in Milan. The fair welcomed several hundred thousands of participants from the Industry, media and consumers, brought together from all over the globe by the passion for the motorcycling world.

True to its status as a global player in the tyre industry, TVS Eurogrip was one of the few Indian companies partaking in the renowned event with a stand showcasing their state-of-the-art range of two-wheeler tyres under the brands of Eurogrip and TVS Eurogrip.

Speaking on the participation at the EICMA SHOW, P Madhavan, Executive Vice President said, "We are happy to have been

part of the EICMA 2021 show this year to display our latest range of two-wheeler tyres, this reinforces Eurogrip's focus to expand to overseas markets and deliver technologically superior high-performance tyres."

The company brought to EICMA its latest line-up of products, born from the cooperation between the R&D centres located in Madurai, India and Milan, Italy, and manufactured for European, Asian and Indian Markets. On prominent display was the "BEE" range of products. Launched in Europe earlier this year, the range has been widely accepted across the countries where it has been launched. With over 40 sizes being introduced,

BEE CONNECT is the scooter tyre to fit the myriad of vehicles tirelessly moving through cities and countryside, offering riders durability and dynamic performances to carry them through

all their travels.

Next in the BEE family, BEE SPORT and BEE CITY are dedicated to low displacement motorcycles, mopeds and underbones popular in many Asian countries, with a stylish and modern tread design and an attitude to match.

We will continue to see additions to the ranges of Bee City and Bee Sport in the coming quarters.

As announced earlier this year, in addition to tyres catering to city and highway riding, the brand is now looking to add products in the ON / OFF experience segment. When riding horizontally is not enough, CLIMBER XC is the tyre to enjoy the off-road verticality of jumps, slopes, rocks, steep hills, river beds, ridges and all the ups and downs of Motocross, Enduro and Trail courses. As a testament to Eurogrip's continuous research and investment in products for high performance motorcycles, radial tyres

PROTORQ EXTREME and ROADHOUND garnered copious interest from public, traders and racing team members alike. who praised the sporty look and the audacious profile of both products. Further, developmental efforts are on to introduce radial technology vertically across the product portfolio.

When the path mixes asphalt and trail, no tyres are better suited and more reliable than JUMBO GT and JUMBO XT, whose versatility on & off the road coupled with extended durability make them a compelling choice for the most daring riders.



Date	Publication	Headline	Edition
04-12-2021	Evening Post	TVS Eurogrip premier an array of products at EICMA 2021	Jaipur

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ईआईसीएमएमिलान 2021 में
उत्पादों की एक श्रृंखला के
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चेन्नई। टीवीएस श्रीचक्र लिमिटेड, भारत की अग्रणी निर्माता और टू व्हीलर और थ्री व्हीलर टायरों के निर्यातक, ने मिलान में 23 से 28 नवंबर तक आयोजित ईआईसीएमए अंतर्राष्ट्रीय प्रदर्शनी 2021 के संस्करण में भाग लिया। इस मेले में उद्योग जगत, मीडिया और उपभोक्ताओं के सैकड़ों हजारों प्रतिभागियों का स्वागत किया गया, जो मोटरसाइकिल की दुनिया के जुनून से दुनिया भर से एक साथ आए थे। टायर उद्योग में एक वैश्विक खिलाड़ी के रूप में अपनी स्थिति के अनुरूप, टीवीएस यूरोग्रिप उन कुछ भारतीय कंपनियों में से एक थी, जिन्होंने यूरोग्रिप और टीवीएस यूरोग्रिपके ब्रांडों के तहत टू व्हीलर टायरों की अपनी अत्याधुनिक रेंज का प्रदर्शन करने वाले एक रवैये के साथ इस प्रसिद्ध आयोजन में भाग लिया।

ईआईसीएमएप्रदर्शनी में अपनी भागीदारी पर बोलते हुए, कार्यकारी उपाध्यक्ष पी माधवन ने कहा, हम इस साल ईआईसीएमए 2021 शो का हिस्सा बनकर खुश हैं, जो हमारे टू-व्हीलर टायरों की नवीनतम रेंज को प्रदर्शित करता है, यह यूरोग्रिप के लक्ष को विदेशी बाजार में विस्तार और तकनीकी रूप से बेहतर उच्च प्रदर्शन वाले टायर प्रदान करने के लिए मजबूत करता है।

कंपनी ईआईसीएमए में उत्पादों की नवीनतम श्रृंखला लेकर आई है, जो मद्रुरै, भारत और मिलान, इटली में स्थित अनुसंधान एवं विकास केंद्रों के बीच के सहयोग से उत्पन्न हुई है और यूरोपीय, एशियाई और भारतीय बाजारों के लिए निर्मित है।

Date	Publication	Headline	Edition
04-12-2021	Veer Arjun	TVS Eurogrip premier an array of products at EICMA 2021	Jaipur

टीवीएस यूरोग्रिप ने ईआईसीएमए मिलान 2021 में उत्पादों की एक श्रृंखला के साथ यूरोप में प्रवेश किया
वीर अर्जुन संवाददाता

टीवीएस श्रीचक्र लि. भारत की अग्रणी निर्माता और टू व्हीलर और थ्री व्हीलर टायरों के निर्यातक ने मिलान में 23 से 28 नवंबर तक आयोजित ईआईसीएमए अंतर्राष्ट्रीय प्रदर्शनी 2021 के संस्करण में भाग लिया। इस मेले में उद्योग जगत ए मीडिया और उपभोक्ताओं के सैकड़ों हजारों प्रतिभागियों का स्वागत किया गया जो मोटरसाइकिल की दुनिया के जुनून से दुनिया भर से एक साथ आए थे।

टायर उद्योग में एक वैश्विक खिलाड़ी के रूप में अपनी स्थिति के अनुरूप, टीवीएस यूरोग्रिप उन कुछ भारतीय कंपनियों में से एक थी जिन्होंने यूरोग्रिप और टीवीएस यूरोग्रिपके ब्रांडों के तहत टू व्हीलर टायरों की अपनी अत्याधुनिक रेंज का प्रदर्शन करने वाले एक रवैये के साथ इस प्रसिद्ध आयोजन में भाग लिया।

Date	Publication	Headline	Edition
01-12-2021	Punjab Kesari	TVS eurogrip bna chennai super kings ka mukhye prayojak	Chandigarh

टीवीएस यूरोग्रिप बना चेन्नई सुपरकिंग्स का मुख्य प्रायोजक

चंडीगढ़, 30 नवंबर (स.ह.): भारत के अग्रणी टू और थ्री-व्हीलर टायर ब्रांड, टीवीएस यूरोग्रिप ने अगले तीन वर्षों के लिए चार बार की आईपीएल चैंपियन रह चुकी चेन्नई सुपरकिंग्स के साथ मुख्य प्रायोजक के रूप में हाथ मिलाया है। टीवीएस यूरोग्रिप और चेन्नई सुपरकिंग्स देश भर में सीएसके के विशाल प्रशंसक वर्ग को संलग्न करने के लिए उपक्रमों की पूरी श्रृंखला आरंभ करेंगे। यह साझेदारी चेन्नई सुपरकिंग्स की पीली जर्सी के आगे के भाग पर टीवीएस यूरोग्रिप को प्रदर्शित करेगी।

Date	Publication	Headline	Edition
03-12-2021	Mercury Times	TVS Eurogrip showcases premium radials at EICMA, MILAN	Jammu

TVS Eurogrip showcases premium radials at EICMA, MILAN

MT NEWS SERVICE
Jammu, December 2:

TVS Srichakra Limited, India's leading manufacturer & exporter of two and three-wheelers tyres, participated in the 2021 edition of the EICMA International Exhibition, held from 23rd to 28th of November in Milan.

The fair welcomed several hundred thousand of participants from the industry, media, and consumers, brought together from all over the globe by the passion for the motorcycling world. In a statement issued to mercury times, true to its status as a global player in the

tyre industry, TVS Eurogrip was one of the few Indian companies participating in the renowned event with a stand showcasing their state-of-the-art range of two-wheeler tyres under the brands of Eurogrip and TVS Eurogrip. Speaking on the participation at the EICMA SHOW, P Madhavan, Executive Vice President said, "We are happy to have been part of the EICMA 2021 show this year to display our latest range of two-wheeler tyres, this reinforces Eurogrip's focus to expand to overseas markets and deliver technologically superior high-performance tyres."

The company brought

to EICMA its latest line-up of products, born from the cooperation between the R&D centers located in Madurai, India, and Milan, Italy, and manufactured for European, Asian, and Indian Markets.

On prominent display was the "BEE" range of products. Launched in Europe earlier this year, the range has been widely accepted across the countries where it has been launched. With over 40 sizes being introduced, BEE CONNECT is the scooter tyre to fit the myriad of vehicles tirelessly moving through cities and countryside, offering riders durability and dynamic performances to carry

them through all their travels.

Next in the BEE family, BEE SPORT and BEE CITY are dedicated to low displacement motorcycles, mopeds, and underbones popular in many Asian countries, with a stylish and modern tread design and an attitude to match. We will continue to see additions to the ranges of Bee City and Bee Sport in the coming quarters. As announced earlier this year, in addition to tyres catering to city and highway riding, the brand is now looking to add products in the ON / OFF experience segment. When riding horizontally is not enough, CLIMBER XC is the tyre

to enjoy the off-road verticality of jumps, slopes, rocks, steep hills, river beds, ridges, and all the ups and downs of Motocross, Enduro, and Trail courses. As a testament to Eurogrip's continuous research and investment in products for high-performance motorcycles, radial tyres PRO-TORQ EXTREME and ROADHOUND garnered copious interest from the public, traders, and racing team members alike, who praised the sporty look and the audacious profile of both products.

Further, developmental efforts are on to introduce radial technol-

ogy vertically across the product portfolio.

When the path mixes asphalt and trail, no tyres are better suited and more reliable than JUMBO GT and JUMBO XT, whose versatility on & off the road coupled with extended durability make them a compelling choice for the most daring riders. Pushed by the positive feedback of the EICMA visitors and the response to the products, TVS Eurogrip is excited to continue working to develop, test, and bring its best-in-class products to markets all over the world, and will soon provide more details on the tyres being launched.

Date	Publication	Headline	Edition
03-12-2021	Shankh Dhun	TVS Eurogrip showcases premium radials at EICMA, MILAN	Jammu

TVS Eurogrip showcases premium radials at EICMA, MILAN

JAMMU DEC 2: TVS Scooters Limited, India's leading manufacturer & exporter of two and three-wheelers, participated in the 2021 edition of the EICMA International Exhibition, held from 29th to 31st of November in Milan. The fair welcomed several hundred thousand of participants from the industry, media, and consumers, brought together from all over the globe by the passion for the motorcycling world. True to its status as a global player in the tyre industry, TVS Eurogrip was one of the few Indian companies partaking in the renowned event with a stand showcasing their state-of-the-art range of two-wheeler tyres under the brands of Eurogrip and TVS Eurogrip. Speaking on the participation at the EICMA SHOW, P. Madhavan, Executive Vice President said, "We are happy to have been part of the EICMA 2021 show this year to display our latest range of two-wheeler tyres, this reinforces Eurogrip's focus to expand to overseas markets and deliver technologically superior high-performance tyres." The company brought to EICMA its latest line-up of products,

born from the cooperation between the R&D centers located in Madurai, India, and Milan, Italy, and manufactured for European, Asian, and Indian Markets. On permanent display was the "BEE" range of products. Launched in Europe earlier this year, the range has been widely accepted across the countries where it has been launched. With over 40 sizes being introduced, BEE CONNECT is the scooter tyre to fit the myriad of vehicles tirelessly moving through cities and countryside, offering riders durability and dynamic performances to carry them through all their travels. Next in the BEE family, BEE SPORT and BEE CITY are dedicated to low displacement motorcycles, mopeds, and underbones popular in many Asian countries, with a stylish and modern tread design and an attitude to match. We will continue to see additions to the ranges of Bee City and Bee Sport in the coming quarters. As announced earlier this year, in addition to tyres catering to city and highway riding, the brand is now looking to add products in the ON / OFF experience segment. When riding horizontally is not enough, CLIMBER XC is the tyre to enjoy the

off-road verticality of jumps, slopes, rocks, steep hills, river beds, ridges, and all the ups and downs of Motocross, Enduro, and Trail courses. As a testament to Eurogrip's continuous research and investment in products for high-performance motorcycles, radial tyres PRO-TURQ EXTREME and ROAD-HOUND garnered copious interest from the public, traders, and racing team members alike, who praised the sporty look and the sleekness profile of both products. Further, developmental efforts are on to introduce radial technology vertically across the product portfolio. When the path mixes asphalt and trail, no tyre is better suited and more reliable than JUMBO GT and JUMBO XT, whose versatility on & off the road coupled with extended durability make them a compelling choice for the most daring riders. Pushed by the positive feedback of the EICMA visitors and the response to the products, TVS Eurogrip is excited to continue working to develop, test, and bring its best-in-class products to markets all over the world, and will soon provide more details on the tyres being launched.

Date	Publication	Headline	Edition
03-12-2021	Top News	TVS Eurogrip showcases premium radials at EICMA, MILAN	Jammu

TVS Eurogrip showcases premium radials at EICMA, Milan

Top News Report

JAMMU, Dec. 2: TVS Scooters Limited, India's leading manufacturer & exporter of two and three-wheeler tyres, participated in the 2021 edition of the EICMA International Exhibition, held from 23rd to 28th of November in Milan.

The fair welcomed several hundred thousand of participants from the industry, media, and consumers, brought together from all over the globe by the passion for the motorcycling world. True to its status as a global player in the tyre industry, TVS Eurogrip was one of the few Indian companies par-

taking in the renowned event with a stand showcasing their state-of-the-art range of two-wheeler tyres under the brands of Eurogrip and TVS Eurogrip.

Speaking on the participation at the EICMA show, P. Madhavan, Executive Vice President said, "We are happy to have been part of the EICMA 2021 show this year to display our latest range of two-wheeler tyres, this reinforces Eurogrip's focus to expand to overseas markets and deliver technologically superior high-performance tyres."

The company brought to EICMA its latest line-up of products, born from the cooperation between

the R&D centers located in Madurai, India, and Milan, Italy, and manufactured for European, Asian, and Indian markets.

On prominent display was the "BEE" range of products, launched in Europe earlier this year, the range has been widely accepted across the countries where it has been launched.

With over 40 sizes being introduced, BEE connects the scooter tyre to fit the myriad of vehicles tirelessly moving through cities and countryside, offering riders durability and dynamic performance to carry them through all their travels. Next in the BEE family, BEE Sport and BEE City are dedicated to low displacement motorcycles, mopeds, and underbones popular in many Asian countries, with a stylish and modern tread design and an attitude to match.

Date	Publication	Headline	Edition
03-12-2021	The Northlines	TVS Eurogrip showcases premium radials at EICMA, MILAN	Jammu

TVS Eurogrip showcases premium radials at EICMA, MILAN

JAMMU TAWI, DEC 02

TVS Scooters Limited, India's leading manufacturer & exporter of two and three-wheeler tyres, participated in the 2021 edition of the EICMA International Exhibition, held from 23rd to 28th of November in Milan. The fair welcomed several hundred thousand of participants from the industry, media, and consumers, brought together from all over the globe by the passion for the motorcycling world. True to its status as a global player in the tyre industry, TVS Eurogrip was one of the few Indian companies partaking in the renowned event with a stand showcasing their state-of-the-art range of two-wheeler tyres under the brands of Eurogrip and TVS Eurogrip. Speaking

on the participation at the EICMA SHOW, P. Madhavan, Executive Vice President said, "We are happy to have been part of the EICMA 2021 show this year to display our latest range of two-wheeler tyres, this reinforces Eurogrip's focus to expand to overseas markets and deliver technologically superior high-performance tyres." The company brought to EICMA its latest line-up of products, born from the cooperation between the R&D centers located in Madurai, India, and Milan, Italy, and manufactured for European, Asian, and Indian Markets. On prominent display was the "BEE" range of products. Launched in Europe earlier this year, the range has been widely accepted across the countries where it has been

launched. With over 40 sizes being introduced, BEE CONNECT is the scooter tyre to fit the myriad of vehicles tirelessly moving through cities and countryside, offering riders durability and dynamic performances to carry them through all their travels. Next in the BEE family, BEE SPORT and BEE CITY are dedicated to low displacement motorcycles, mopeds, and underbones popular in many Asian countries, with a stylish and modern tread design and an attitude to match. We will continue to see additions to the ranges of Bee City and Bee Sport in the coming quarters. As announced earlier this year, in addition to tyres catering to city and highway riding, the brand is now looking to add products in the ON/OFF experience segment.

Date	Publication	Headline	Edition
03-12-2021	Business Remedies	TVS Urigrip becomes main sponsor of Chennai Super Kings	Jaipur

TVS Eurogrip चेन्नई सुपर किंग का मुख्य प्रायोजक बना

IPL के 2022 से शुरू हो रहे सीज़न से लेकर तीन वर्षों के लिए पार्टनरशिप डील पर किए हस्ताक्षर

चेन्नई। भारत के अग्रणी टू और व्हीलर टायर ब्रांड, TVS Eurogrip ने अगले तीन वर्षों (2022-2024) के लिए चार बार की IPL चैंपियन रह चुकी Chennai Super Kings के साथ मुख्य प्रायोजक के रूप में हाथ मिलाया है। Chennai Super Kings और TVS Eurogrip देश भर में CSK के विशाल प्रशंसक वर्ग को संलग्न करने के लिए उपक्रमों की पूरी श्रृंखला आरंभ करेंगे। यह साझेदारी Chennai Super Kings की पीली जर्सी के आगे के भाग पर TVS Eurogrip को प्रदर्शित करेगी। छद्म ने सभी IPL टीमों में एक विशालतम और सर्वाधिक प्रशंसक वर्ग को जोड़ रखा है। इस सहयोग के बारे में बोलते

हुए, P. Madhavan, EVP Sales & Marketing, TVS



Srichakra Limited ने कहा, TVS Eurogrip को Chennai Super Kings के साथ जुड़कर प्रसन्नता का अनुभव हो रहा है। जर्सी ब्रांडिंग और स्पॉन्सरशिप से हमारे Eurogrip ब्रांड नेम और विजुअल आयडेंटिटी के प्रति जागरुकता और उसकी पहचान बढ़ेगी। हम इस गठजोड़ के साथ व्यापार और अपने ग्राहकों के लिए एक उत्साहजनक अनुभव देने की आशा करते हैं। हमें दोनों ब्रांड्स के बीच शानदार समन्वय दिखाई दे रहा है और हमें पूरा विश्वास है कि यह साझेदारी CSK और TVS

Eurogrip दोनों के लिए लाभकारी होगी।

इस घटनाक्रम पर बोलते हुए Mr. KS Viswanathan, CEO, Chennai Super Kings Cricket Limited ने कहा: TVS Eurogrip को हमारे मुख्य प्रायोजक के रूप में पाकर हमें खुशी हो रही है और हम Super Kings परिवार में उनका स्वागत करते हैं। हमारे लिए यह एक रोमांचकारी दौर (अगले तीन वर्ष) होगा। हमारा विश्वास है कि यह साझेदारी प्रशंसकों के साथ दीर्घकालिक रिश्तों का निर्माण करने में हमारी मदद करेगी और पीली जर्सी के प्रति प्रेम को अधिक व्यापकता प्रदान करेगी।

Date	Publication	Headline	Edition
03-12-2021	Hindustan Express	TVS Urigrip becomes main sponsor of Chennai Super Kings	Jaipur

टीवीएस यूरोग्रिप चेन्नई सुपर किंग्स का मुख्य प्रायोजक बना

IPL के 2022 से शुरू हो रहे सीज़न से लेकर तीन वर्षों के लिए पार्टनरशिप डील पर हस्ताक्षर किए

हिन्दुस्तान एक्सप्रेस

चेन्नई। भारत के अग्रणी टू और थ्री-व्हीलर टायर ब्रांड, TVS Eurogrip ने अगले तीन वर्षों (2022-2024) के लिए चार बार की IPL चैंपियन रह चुकी Chennai Super Kings के साथ मुख्य प्रायोजक के रूप में हथ मिलवाया है।

Chennai Super Kings और TVS Eurogrip देश भर में CSK के विशाल प्रशंसक वर्ग को संलग्न करने के लिए उपक्रमों की पूरी श्रृंखला आरंभ करेंगे। यह साझेदारी Chennai Super Kings की पीली जर्सी के आगे के भाग पर TVS Eurogrip को प्रदर्शित करेगी CSK ने सभी IPL टीमों में एक विशालतम और सर्वाधिक प्रशंसक वर्ग को जोड़ रखा है।

इस सहयोग के बारे में बोलते हुए, Mr. P. Madhavan, EVP Sales & Marketing, TVS Srichakra Limited ने कहा, "TVS

Eurogrip को Chennai Super Kings के साथ जुड़कर प्रसन्नता का अनुभव हो रहा है। जर्सी ब्रांडिंग और स्पॉन्सरशिप से हमारे Eurogrip ब्रांड नेम और विजुअल आयडेंटिटी के प्रति जागरूकता और उसकी पहचान बढ़ेगी। हम इस गठजोड़ के साथ व्यापार और अपने ग्राहकों के लिए एक उत्साहजनक अनुभव देने की आशा करते हैं। हमें दोनों ब्रांड्स के बीच शानदार समन्वय दिखाई दे रहा है और हमें पूरा विश्वास है कि यह साझेदारी CSK और TVS Eurogrip दोनों के लिए लाभकारी होगी।

इस घटनाक्रम पर बोलते हुए Mr. KS Viswanathan, CEO, Chennai Super Kings Cricket Limited ने कहा- "TVS Eurogrip को हमारे मुख्य प्रायोजक के रूप में पाकर हमें खुशी हो रही है और हम Super Kings परिवार में उनका स्वागत करते हैं। हमारे लिए यह एक रोमांचकारी दौर (अगले तीन वर्ष) होगा। हमारा विश्वास है कि यह साझेदारी प्रशंसकों के साथ दीर्घकालिक रिश्तों का निर्माण करने में हमारी मदद करेगी और पीली जर्सी के प्रति प्रेम को अधिक व्यापकता प्रदान करेगी।

Date	Publication	Headline	Edition
04-12-2021	Business Remedies	TVS Eurogrip enters Europe with a range of products at EICMA Milan 2021	Jaipur

टीवीएस यूरोग्रिप ने ईआईसीएमए, मिलान 2021 में उत्पादों की एक श्रृंखला के साथ यूरोप में प्रवेश किया

चेन्नई। टीवीएस शीचक लिमिटेड, भारत की अग्रणी निर्माता और टू व्हीलर और धी व्हीलर टायरों के निर्यातक, ने मिलान में आयोजित ईआईसीएमए अंतर्राष्ट्रीय प्रदर्शनी 2021 के संस्करण में भाग लिया। इस मेले में उद्योग जगत, मीडिया और उपभोक्ताओं के सैकड़ों हजारों प्रतिभागियों का स्वागत किया गया, जो मोटरसाइकिल की दुनिया के जुनून से दुनिया भर से एक साथ आए थे। टायर उद्योग में एक वैश्विक खिलाड़ी के रूप में अपनी स्थिति के अनुरूप, टीवीएस यूरोग्रिप उन कुछ भारतीय कंपनियों में से एक थी, जिन्होंने यूरोग्रिप और टीवीएस यूरोग्रिप के ब्रांडों के तहत टू व्हीलर टायरों की अपनी अत्याधुनिक रेंज का प्रदर्शन करने वाले एक स्टेज के साथ इस



प्रसिद्ध आयोजन में भाग लिया। ईआईसीएमए प्रदर्शनी (EICMA SHOW) में अपनी भागीदारी पर बोलते हुए, कार्यकारी उपाध्यक्ष पी माधवन ने कहा, 'हम इस साल ईआईसीएमए (EICMA) 2021 शो का हिस्सा बनकर खुश हैं, जो हमारे टू-व्हीलर टायरों की नवीनतम रेंज को प्रदर्शित करता है, यह यूरोग्रिप के लक्ष्य को विदेशी बाजार में विस्तार और तकनीकी रूप से बेहतर उच्च प्रदर्शन वाले टायर प्रदान करने के लिए मजबूत करता है।' कंपनी ईआईसीएमए में उत्पादों की नवीनतम

श्रृंखला लेकर आई है, जो मद्रास, भारत और मिलान, इटली में स्थित अनुसंधान एवं विकास केंद्रों के बीच के सहयोग से उत्पन्न हुई है और यूरोपीय, एशियाई और भारतीय बाजारों के लिए निर्मित है।

प्रदर्शन में प्रमुख 'बीईई' उत्पादन श्रृंखला थी। जो इस साल की शुरुआत में यूरोप में लॉन्च की गई, जहां इसे लॉन्च किया गया है उन देशों में इस रेंज को व्यापक रूप से स्वीकार किया गया है। 40 से अधिक आकारों में पैक किए जाने के साथ, बीईई कनेक्ट स्कूटर टायर ऐसा है जो शहरों और ग्रामीण इलाकों में

अधिक रूप से घूमने वाले असंख्य वाहनों के लिए फिट बैठता है, जो चालकों को उनकी सभी यात्राओं के दौरान टिकाऊ और गतिशील प्रदर्शन प्रदान करता है।

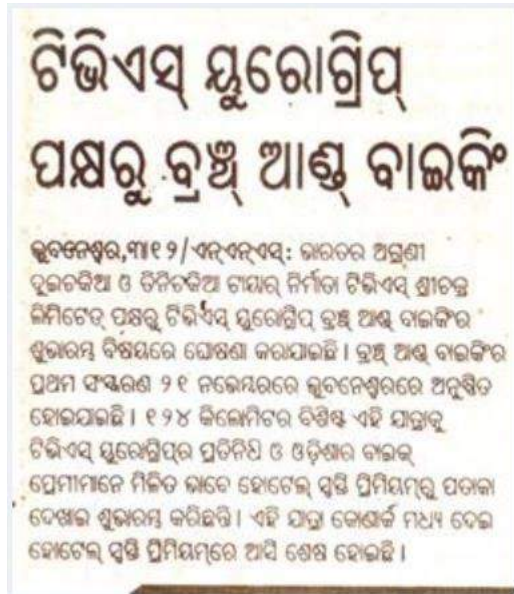
बीईई परिवार में अगला उत्पादन, बीईई स्पोर्ट और बीईई सिटीयह कम विस्थापन वाली मोटरसाइकिल, मोपेड और कई एशियाई देशों में लोकप्रिय अंडरबोन्स के लिए समर्पित हैं, जो एक स्टाइलिश और आधुनिक ट्रेड डिजाइन और मैच के लिए एक दृष्टिकोण के साथ हैं। हम आने वाली तिमाहियों में बी सिटी और बी स्पोर्ट की रेंज में बेहतर इजाफा देखना जारी रखेंगे। जैसा कि इस साल की शुरुआत में घोषणा की गई थी, शहर और राष्ट्रीय मार्ग पर सवारी के लिए टायरों के अलावा, यह ब्रांड अब

ऑन/ऑफ एक्सपीरियंस सेगमेंट में उत्पादों को जोड़ना चाहता है।

जब बैरिज रूप से सवारी करना पर्याप्त नहीं होता है, तब क्लायम्बर एक्ससी (CLIMBER XC) कूब, ढलानों, चट्टानों, खड़ी पहाड़ियों, नदीतल - किनारों, लकीरे रास्ते और मोटोकॉस, एंडुरो और ट्रेल प्रकारों के के सभी उतार-चढ़ाव का आनंद लेने के लिए बना टायर है।

यूरोग्रिप के निरंतर अनुसंधान और उच्च प्रदर्शन मोटरसाइकिलों के लिए उत्पादों में निवेश के एक प्रमाण के रूप में, रेडियल टायर्स प्रोटोर्क एक्सट्रीम (PROTORQ EXTREME) और रोडहौंड (ROADHOUND) ने जलता, व्यापारियों और रेसिंग टीम के सदस्यों से समान रूप से प्रचुर रुचि प्राप्त की, जिन्होंने स्पोर्ट्स लुक और दोनों उत्पादों के घाटसी प्रोफाइल की प्रशंसा की। इसके अलावा, उत्पाद पोर्टफोलियो में रेडियल प्रौद्योगिकी को लंबवत रूप से पेश करने के लिए विकासक्रम प्रयास जारी हैं।

Date	Publication	Headline	Edition
04-12-2021	Business	TVS Eurogrip enters Europe with a range of products at EICMA Milan 2021	Jaipur



Date	Publication	Headline	Edition
07-12-2021	Bike India	Rider on the prowl	National



Date	Publication	Headline	Edition
07-12-2021	Veer Arjun	3 varsho ke piye partnership deal par kiye hastakchhar	Dehradun

तीन वर्षों के लिए पार्टनरशिप डील पर किए हस्ताक्षर

देहरादून, बॉर अर्जुन सवाददाता। भारत के अग्रणी टू और टीवी ब्रांड टावर ब्रांड, टीवीएस यूरोपियने अगले तीन वर्षों (2022-2024) के लिए चार बार की आईपीएल चैंपियन रह चुकी चेन्नई सुपर किंग्स के साथ मुख्य प्रायोजक के रूप में हाथ मिलाया है। चेन्नई सुपर किंग्स और टीवीएस यूरोपियन देश भर में सीएसके के विशाल प्रशंसक वर्ग को संलग्न करने के लिए उपक्रमों की पूरी श्रृंखला आरंभ करेंगे। यह साझेदारी चेन्नई सुपर किंग्स की पोलो जर्सी के आगे के भाग पर टीवीएस यूरोपियन को प्रदर्शित करेगी सीएसके ने सभी आईपीएल टीमों में एक विशालतम और अधिक प्रशंसक वर्ग को जोड़ रखा है। इस सहयोग के बारे में बोला हुए पी माधवन ईवीपी सेल्स एंड मार्केटिंग, टीवीएस श्रोचर लिमिटेड ने कहा, 'टीवीएस यूरोपियन को चेन्नई सुपर किंग्स के साथ जुड़कर प्रस्तुत की अनुभव हो रहा है। जर्सी ब्रांडिंग और स्पॉन्सरशिप से हमारे यूरोपियन ब्रांड नेम और विजुअल आयडेंटिटी के प्रति जागरूकता और उसकी पहचान बढ़ेगी। हम इस गठजोड़ के साथ व्यापार और अपने ग्राहकों के लिए एक उत्साहजनक अनुभव देने की आशा करते हैं। हमें दोनों ब्रांड्स के बीच शानदार समन्वय दिखाई दे रहा है और हमें पूरा विश्वास है कि यह साझेदारी सीएसके और टीवीएस यूरोपियन दोनों के लिए लाभकारी होगी। इस घटनाक्रम पर बोलते हुए केएस विश्वनाथन, सीईओ, चेन्नई सुपर किंग्स ने कहा: 'टीवीएस यूरोपियन को हमारे मुख्य प्रायोजक के रूप में पाद हमें खुशी हो रही है और हम सुपर किंग्स परिवार में उनका स्वागत करते हैं। हमारे लिए यह एक रोमांचकारी दौर (अगले तीन वर्ष) होगा। हमारा विश्वास है कि यह साझेदारी प्रशंसकों के साथ दीर्घकालिक रिश्ते का निर्माण करने में हमारी मदद करेगी और पोलो जर्सी के प्रति हमें अधिक व्यापकता प्रदान करेगी।'

Date	Publication	Headline	Edition
08-12-2021	Devpath	TVS Eurogrip Chennai super kings ka mukhye prayojak bana	Dehradun

टीवीएस यूरोग्रिप चेन्नई सुपर किंग्स का मुख्य प्रायोजक बना

देहरादून-भारत के अग्रणी टू और थ्री-व्हीलर टायर ब्रांड, टीवीएस यूरोग्रिपने अगले तीन वर्षों (2022-2024) के लिए चार बार की आईपीएल चैंपियन रह चुकी चेन्नई सुपर किंग्स के साथ मुख्य प्रायोजक के रूप में हाथ मिलाया है. चेन्नई सुपर किंग्स और टीवीएस यूरोग्रिप देश भर में सीएसके के विशाल प्रशंसक वर्ग को संलग्न करने के लिए उपक्रमों की पूरी श्रृंखला आरंभ करेंगे. यह साझेदारी चेन्नई सुपर किंग्स की पीली जर्सी के आगे के भाग पर टीवीएस यूरोग्रिप को प्रदर्शित करेगी सीएसके ने सभी आईपीएल टीमों में एक विशालतम और सर्वाधिक प्रशंसक वर्ग को जोड़ रखा है.

इस सहयोग के बारे में बोलते हुए, श्री पी माधवन ईवीपी सेल्स एंड मार्केटिंग,

लिए एक उत्साहजनक अनुभव देने की आशा करते हैं. हमें दोनों ब्रांड्स के बीच शानदार समन्वय दिखाई दे रहा है और हमें पूरा विश्वास है कि यह साझेदारी सीएसके और टीवीएस यूरोग्रिप दोनों के लिए लाभकारी होगी.✎

इस घटनाक्रम पर बोलते हुए श्री केएस विश्वनाथन, सीईओ, चेन्नई सुपर किंग्स ने कहा: ✎टीवीएस यूरोग्रिप को हमारे मुख्य प्रायोजक के रूप में पाकर हमें खुशी हो रही है और हम सुपर किंग्स परिवार में उनका स्वागत करते हैं. हमारे लिए यह एक रोमांचकारी दौर (अगले तीन वर्ष) होगा. हमारा विश्वास है कि यह साझेदारी प्रशंसकों के साथ दीर्घकालिक रिश्तों का निर्माण करने में हमारी मदद करेगी और पीली जर्सी के प्रति प्रेम को अधिक व्यापकता प्रदान करेगी.

दिग्गज कंपनी है. वैश्विक अनुसंधान एवं विकास की क्षमताओं तथा अत्याधुनिक टेक्नोलॉजी के साथ, टीवीएस श्रीचक्र भारत और दुनिया भर के ऑटोमोटिव सेक्टर के लिए इंडस्ट्री के अग्रणी टायर्स का निर्माण करता है. मंदर में मुख्यालय रखनेवाले टीवीएस श्रीचक्र के पास मदुरै (तमिलनाडु) और रुद्रपुर (उत्तराखंड) में उत्पादन सुविधाएँ हैं जिनकी उत्पादन क्षमता प्रति महीने 3 मिलियन से अधिक टायर्स की है. कंपनी का डिजाइन सेंटर मिलान, इटली में है जो मदुरै में आर एंड डी सेंटर को आधार प्रदान करता है और टायर्स को भारतीय, यूरोपीय और जापानी सड़क की स्थितियों में परखा जाता है. टीवीएस श्रीचक्र के उत्पाद

Date	Publication	Headline	Edition
08-12-2021	Nazariya Khabar	Tyre brand ve TVS Eurogrip ne 3 varsho ke liye partnership deal par kiye hastakchhar	Dehradun

टायर ब्रांड व टीवीएस यूरोग्रीप ने तीन वर्षों के लिए पार्टनरशिप डील पर किए हस्ताक्षर

नजरिया खबर ब्यूरो

देहरादून। भारत के अग्रणी टू और थ्री-व्हीलर टायर ब्रांड, टीवीएस यूरोग्रीपने अगले तीन वर्षों (2022–2024) के लिए चार बार की आईपीएल चौंपियन रह चुकी चेन्नई सुपर किंग्स के साथ मुख्य प्रायोजक के रूप में हाथ मिलाया है।

चेन्नई सुपर किंग्स और टीवीएस यूरोग्रीप देश भर में सीएसके के

मार्केटिंग, टीवीएस श्रीचक्र लिमिटेड ने कहा, "टीवीएस यूरोग्रीप को चेन्नई सुपर किंग्स के साथ जुड़कर प्रसन्नता का अनुभव हो रहा है। जर्सी ब्रांडिंग और स्पॉन्सरशिप से हमारे यूरोग्रीप ब्रांड नेम और विजुअल आयडेंटिटी के प्रति जागरुकता और उसकी पहचान बढ़ेगी। हम इस गठजोड़ के साथ व्यापार और अपने ग्राहकों के लिए एक उत्साहजनक अनुभव देने की आशा करते हैं। हमें दोनों ब्रांड्स के बीच

Date	Publication	Headline	Edition
10-12-2021	Divya Bhaskar	TVS at EICMA 2021	Mumbai

ઈઆઈસીએમએ 2021માં ટીવીએસ

ટીવીએસ ઓનલાઈન દ્વારા મિલાનમાં આયોજિત ઈઆઈસીએમએ ઈન્ટરનેશનલ એક્સિઝિબિશનની 2021ની આ આવૃત્તિમાં ભાગ લેવાયો હતો. ટાયર ઉદ્યોગમાં વૈશ્વિક ખેલાડીના દરજ્જાને સાર્થક કરતાં તેના ઈવોલ્યુશન માધ્યમને જણાવ્યું કે પ્રદર્શનમાં અમે મારાં ટુ-વ્હીલર ટાયરોની નવી શ્રેણી રજૂ કરી, જે દરિયાપારની બજારોમાં વિસ્તારવા અને ટેકનોલોજીમાં ઉત્કૃષ્ટ તથા ઈ પરફોર્મન્સ ટાયરો આપવાના પુરોજિતની એકાગ્રતા પર ભાર આપે છે.

ONLINE COVERAGE

Portal: Punekarnews

URL: <https://www.punekarnews.in/tvs-eurogrip-drives-into-europe-with-a-range-of-products-at-eicma-milan-2021/>

Automobile

TVS Eurogrip drives into Europe with a range of products at EICMA, Milan 2021



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Chennai, 1st December 2021: TVS Srichakra Limited, India's leading manufacturer & exporter of two and three wheelers tyres, participated in the 2021 edition of the EICMA International Exhibition, held from 23rd to 28th of November in Milan.

The fair welcomed several hundred thousands of participants from the Industry, media and consumers, brought together from all over the globe by the passion for the motorcycling world.

True to its status as a global player in the tyre industry, TVS Eurogrip was one of the few Indian companies partaking in the renowned event with a stand showcasing their state-of-the-art range of two-wheeler tyres under the brands of Eurogrip and TVS Eurogrip.

Speaking on the participation at the EICMA SHOW, P Madhavan, Executive Vice President said, "We are happy to have been part of the EICMA 2021 show this year to display our latest range of two-wheeler tyres, this reinforces Eurogrip's focus to expand to overseas markets and deliver technologically superior high-performance tyres."

The company brought to EICMA its latest line-up of products, born from the cooperation between the R&D centres located in Madurai, India and Milan, Italy, and manufactured for European, Asian and Indian Markets.

On prominent display was the "BEE" range of products. Launched in Europe earlier this year, the range has been widely accepted across the countries where it has been launched. With over 40 sizes being introduced, BEE CONNECT is the scooter tyre to fit the myriad of vehicles tirelessly moving through cities and countryside, offering riders durability and dynamic performances to carry them through all their travels.

Next in the BEE family, BEE SPORT and BEE CITY are dedicated to low displacement motorcycles, mopeds and underbones popular in many Asian countries, with a stylish and modern tread design and an attitude to match. We will continue to see additions to the ranges of Bee City and Bee Sport in the coming quarters.

As announced earlier this year, in addition to tyres catering to city and highway riding, the brand is now looking to add products in the ON / OFF experience segment. When riding horizontally is not enough, CLIMBER XC is the tyre to enjoy the off-road verticality of jumps, slopes, rocks, steep hills, river beds, ridges and all the ups and downs of Motocross, Enduro and Trail courses.

As a testament to Eurogrip's continuous research and investment in products for high performance motorcycles, radial tyres PROTORQ EXTREME and ROADHOUND garnered copious interest from public, traders and racing team members alike, who praised the sporty look and the audacious profile of both products. Further, developmental efforts are on to introduce radial technology vertically across the product portfolio.

When the path mixes asphalt and trail, no tyres are better suited and more reliable than JUMBO GT and JUMBO XT, whose versatility on & off the road coupled with extended durability make them a compelling choice for the most daring riders.

Pushed by the positive feedback of the EICMA visitors and the response to the products, TVS Eurogrip is excited to continue working to develop, test and bring its best-in-class products to markets all over the world, and will soon provide more details on the tyres being launched.

Portal: Pune Prahar

URL: <https://www.puneprahar.com/?p=32182>

TVS EUROGRIP DRIVES INTO EUROPE WITH A RANGE OF PRODUCTS AT EICMA, MILAN 2021

By Pratik Gangani • 03/12/2021

42



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Portal: Apeksha Sandesh

URL: <https://apekshasandesh.com/tvs-eurogrip-premiering-an-array-of-products-at-eicma-2021>

TVS Eurogrip premiering an array of products at EICMA 2021

Apeksha Sandesh Network Dec 6, 2021



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Portal: NRINews.in

URL: <https://nrinews24x7.com/tvs-eurogrip-drives-into-europe-with-a-range-of-products-at-eicma-milan-2021/>



TVS Eurogrip showcases premium radials at EICMA, MILAN 2021

TVS Eurogrip drives into Europe with a range of products at EICMA, Milan 2021

Posted By: News Desk on: December 04, 2021 In: Uncategorized No Comments [Print](#) [Email](#)

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Portal: Times of Power & Voice

URL: <https://timesofpowerandvoice.com/2021/12/05/tvs-eurogrip-drives-into-europe-with-a-range-of-products-at-eicma-milan-2021/>



BUSINESS SPORT

TVS Eurogrip Drives Into Europe With A Range Of Products At EICMA, Milan 2021

By Sagar Kale — Last updated Dec 5, 2021

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Portal: APN News

URL: <https://www.apnnews.com/tvs-eurogrip-premier-an-array-of-products-at-eicma-2021/>

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Published on December 2, 2021

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Portal: Mumbai News Network

URL: <https://mumbainewsnetworks.blogspot.com/>

Thursday, 2 December 2021

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About TVS Srichakra Ltd.

TVS Srichakra Limited, makers of Eurogrip and 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 85 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/> and <https://eurogriptyres.com/>

Portal: Business News This Week

URL: <http://businessnewsthisweek.com/business/tvs-eurogrip-premier-an-array-of-products-at-eicma-2021/>

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December 2, 2021 | Neel Achary | Business | 0



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Portal: Business News Week


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Portal: Digital Media 9

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DECEMBER 2, 2021

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Portal: Media Bulletins

URL: <http://mediabulletins.com/business/tvs-eurogrip-premier-an-array-of-products-at-eicma-2021/ent>

Business

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🕒 4 weeks ago Neel Achary



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Portal: Content Media Solution

URL: <https://contentmediasolution.com/business/tvs-eurogrip-premier-an-array-of-products-at-eicma-2021/>

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Pushed by the positive feedback of the EICMA visitors and the response to the products, TVS Eurogrip is excited to continue working to develop, test and bring its best-in-class products to markets all over the world, and will soon provide more details on the tyres being launched.

Portal: Online Media Café

URL: <https://onlinemediacafe.com/business/tvs-eurogrip-premier-an-array-of-products-at-eicma-2021/>

Business

TVS Eurogrip premier an array of products at EICMA 2021

🕒 4 weeks ago Neel Achary



Mumbai, 2nd December 2021: TVS Srichakra Limited, India's leading manufacturer & exporter of two and three wheeler tyres, participated in the 2021 edition of the EICMA International Exhibition, held from 23rd to 28th of November in Milan.

The fair welcomed several hundred thousands of participants from the Industry, media and consumers, brought together from all over the globe by the passion for the motorcycling world.

True to its status as a global player in the tyre industry, TVS Eurogrip was one of the few Indian companies partaking in the renowned event with a stand showcasing their state-of-the-art range of two-wheeler tyres under the brands of Eurogrip and TVS Eurogrip.

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Portal: CNBC TV 18

URL: Ms Dhoni To Return For Csk In Ipl 2022; Here'S What Makes Him A Bankable Brand (cnbctv18.com)

Home > Sports > MS Dhoni To Return For CSK In IPL 2022; Here's What Makes Him A Bankable Brand

MS Dhoni to return for CSK in IPL 2022; here's what makes him a bankable brand

By Jeevi Sarathi | Dec 12, 2021, 07:38 PM IST (Updated)

Mini
At the ripe age of 40, not only did Dhoni break Shane Warne's record set back in 2008 — Warne was 39 when he captained the Rajasthan Royals that year — but Dhoni is set to defend his title when the tournament kicks off again in 2022.



Earlier this year, when Mahendra Singh Dhoni captained the Chennai Super Kings (CSK) as it lifted its fourth IPL trophy, he went into history books as the oldest captain to achieve the feat. At the ripe age of 40, not only did Dhoni break Shane Warne's record set back in 2008 — Warne was 39 when he captained the Rajasthan Royals that year — but Dhoni is set to defend his title when the tournament kicks off again in 2022.

In addition to playing competitive cricket at 40 and months past his international retirement, what has delivered a bold statement of MSD's greatness, value and iconicity is that the two-time world cup champion and Champions' Trophy winner, as of a fortnight ago, became one of the oldest players in IPL history to be retained by his team.

The CSK will part with Rs 12 crore for retaining MS Dhoni for yet another IPL season, as he becomes the team's second player to retain after Ravindra Jadeja. The decision was hardly surprising: only a week before retention lists were out, Dhoni said he wanted to play his last IPL match in Chennai, a city that has become adopted home.

'Will play last T20 match in Chennai'

"I have always planned my cricket — the last home ODI I played was at my hometown, Ranchi. So, hopefully, my last T20 will be in Chennai," said Dhoni only to be met with rapturous applause at an event held to celebrate CSK's title win. Anyone with basic knowledge of how Team Chennai Super Kings operates knows that what Dhoni wants, CSK usually delivers.

The decision has won plaudits from several stakeholders in the CSK, especially the team's new principal sponsors. After all, when TVS Srichakra inked its partnership with the team to popularise its Eurogrip brand of tyres, the company's top management had very little inkling over the exact tenure of Captain Cool's cricketing future.

"There were indicators that he would play for another year at least, although we knew that it certainly wouldn't be for three more years," said P Madhavan, Executive Vice President (Sales & Marketing), TVS Srichakra. "However, we knew one thing for certain: tying up with a team that has Dhoni in it would help us land the brand."

Winner among winners

It wasn't rocket science, really. An MS Dhoni swansong would mean that the nation's eyes would be firmly set on the man and the bright yellow jersey — prime real estate for TVS Eurogrip to be firmly embossed right at the front. It is of course, another matter that brand communication, in-stadia branding, and trade engagements made equally great, if not better, business sense for the TVS member company.

The question, however, remains: how exactly does MS Dhoni remain such a bankable brand, age notwithstanding? The could well lie in the statistics. Among IPL captains who have their sides in over 50 games, Dhoni has the greatest win percentage. And brands love winners.

The former Indian captain wins 59.6 percent of his IPL games. In second place is the great Sachin Tendulkar with a win percentage of 58.82 percent. Dhoni has captained 204 games, which makes Sachin's 61 pale in comparison — another testament to how his win percentage is much, much superior than anybody else's. For context, Rohit Sharma, Virat Kohli and Gautam Gambhir, all of whom have captained over 100 IPL matches each, have win percentages of 58.13 percent, 48.16 percent and 55.42 percent, respectively.

Sponsors love consistency

Winning aside, another feature that sponsors love is consistency. Dhoni's 204 CSK games as captain is proof of his longevity and the team's faith in his leadership over the last decade-and-a-half. "With MS Dhoni leading the way, he is seen as the face of the team, as he nurtures talent around him," said Mynta's VP and business head of social commerce, Achint Setia, in an interview with CNBC-TV18. Mynta was one of CSK's sponsors in the season gone by.

However, over the years, Dhoni has also crafted for himself an incredibly strong personal brand. Men's apparel brand, Indian Terrain, recently launched an entire line inspired by the captain's personal style. From laidback t-shirts and casual attire to the iconic camouflage, the skipper's look made its way to Indian Terrain's showrooms soon after Diwali.

"Dhoni has always had a cool, easy demeanour and a self-assured style," said Charath Narasimhan, Managing Director and CEO at Indian Terrain. "Given that we are also a simple yet stylish brand, we saw a connect between ourselves, and decided to bring in what he likes in a cool and fashionable manner."

The list of similar endorsements is endless: Cars 24, NetMeds, RedBus, Snickers India and Indigo Paints, to name a few — many of them well into Dhoni's retirement. The next time Dhoni dons the CSK yellow and the Chepauk reverberates with the sound of 'Dhoni, Dhoni, Dhoni', there's plenty to suggest that the man might well be more than just an enigma.

The Brand Dhoni story is simply one where cold, hard winning is ample indication that sponsors pick their favourites with a lot more scrutiny than just iconicity.

Portal: Indian Autos Blog

URL: TVS Eurogrip Showcases Premium Radial Tyres at EICMA 2021 (indianautosblog.com)

TVS Eurogrip Showcases Premium Radial Tyres at EICMA 2021

04/12/2021 - 12:25 | Bike news | IAB Team



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Portal: Autocar Professional

URL: TVS Srichakra makes a splash at EICMA, targets speedy sales in Europe (autocarpro.in)

TVS Srichakra makes a splash at EICMA, targets speedy sales in Europe

AUTO COMPONENTS

By Autocar Pro News Desk , 02 Dec 2021



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TVS Srichakra, one of India's leading manufacturers and exporters of two- and three-wheeler tyres, used the platform of the recently held EICMA International Exhibition in Milan to showcase its product portfolio. It was one of the few Indian companies there and displayed its range of two-wheeler tyres under the Eurogrip and TVS Eurogrip brands.

At EICMA, the company displayed its latest line-up of products, born from the cooperation between the R&D centres located in Madurai, India and Milan, Italy, and manufactured for European, Asian and Indian markets.

Eurogrip Bee range stands out

A standout product display was TVS Srichakra's Eurogrip Bee Connect range of scooter tyres, which was launched in Europe this May, in 40 sizes. The company claims it has been widely accepted across the countries where it has been launched.

Also exhibited were the new products from the Bee tyre family – Bee Sport and Bee City – both dedicated to low-displacement motorcycles, mopeds and stepthroughs popular in many Asian countries, with a stylish and modern tread design.

Targeting the off-road tyre market

Meanwhile, TVS Srichakra is also aiming introduce tyres in the on/off-road experience segment. Its Climber XC is designed to handle the rigour of off-road jumps, slopes, rocks, steep hills, river beds, ridges and also of motocross, enduro and trail courses. There were also the Jumbo GT and XT tyres designed to take on both asphalt and trails.

The company's Prototq Extreme Roadhound radial tyres for high-performance motorcycles also garnered plenty of interest from show visitors, traders and racing team members alike, particularly the sporty look and robust profile of both products.

Speaking on the participation at EICMA, P Madhavan, Executive Vice-President, Srichakra Tyres said, "We are happy to have been part of the EICMA 2021 show this year to display our latest range of two-wheeler tyres. This reinforces Eurogrip's focus to expand to overseas markets and deliver technologically superior high-performance tyres."

Portal: Tyre Trends

URL: TVS Eurogrip At EICMA 2021 (pin-365.com)



By TT News | Dec 02, 2021

TVS Eurogrip At EICMA 2021

At the prestigious EICMA International Exhibition 2021 held from 23 November 2021 to 28 November 2021 at Milan, Italy, TVS Srichakra Limited showcased its premium range of radial tyres.

The BEE Connect scooter tyre that the company showcased, scores in durability and dynamic performance. Stylish and flaunting a modern tread design, the BEE Sport and BEE City tyres have been designed for low displacement motorcycles and mopeds. Including over 40 tyre sizes at present, the BEE tyre sub-brand is set to witness its tyre range being expanded.

The off-road tyre Climber XC that TVS Eurogrip displayed at EICMA is explicitly designed to withstand manoeuvres like off-road vertical jumps, slopes, rocks, steep hills, riverbeds, ridges, etc. The tyre thus aims at Motocross, Enduro and Trail oriented machines. For mixed use of asphalt and trail, the company has the Jumbo GT and Jumbo XT tyres.

P Madhavan, Executive Vice President, TVS Srichakra, said, "We are happy to have been a part of the EICMA 2021 show this year and display our latest range of two-wheeler tyres, reinforcing Eurogrip's focus to expand to overseas markets and deliver technologically superior high-performance tyres." (TT)

Portal: MOTOWN

URL: TVS Eurogrip showcases premium radials at Eicma 2021 (motownindia.com)

TVS EUROGRIP SHOWCASES PREMIUM RADIALS AT EICMA 2021

By: Motown India Bureau | Dec 02 2021

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Portal: Bikewale

URL: TVS Srichakra showcases premium tyres at EICMA 2021 - BikeWale

TVS Srichakra showcases premium tyres at EICMA 2021

01 December 2021, 07:56 PM [Suvil Susunkar](#)



