



CSK COVERAGE REPORT NOVEMBER 2021

Summary

Type of Media	Category	No. of Clips	Details	Comments
Print	A	14	Business Standard The Financial Express The Hindu Business Line The Hindu Business Line The Times of India DTNext Deccan Herald The New Indian Express Hosadiganthe DinaMani The Hindu Tamil Deccan Chronicle Punjab Kesari Nyayadhish Lucknow	National + Regional
Online	A	20	Times of India Business Standard The Economic Times The Hindu Business Line The Week Moneycontrol.com The Financial Express CNBCTV18.com IndiaInfoline.com News18.com Equity Bulls UNI India Zee News Medianews4u.com Mediabrief.com APN News The Outreach The Hindu BusinessLine Adgully ABPlive	National

Print	B	24	<p>Andhra Jyoti</p> <p>Virtual Times</p> <p>Trinity Mirror</p> <p>Malai Ugam</p> <p>Makkal Kural</p> <p>Evening Tamil Nadu</p> <p>Shivner</p> <p>Fourth Voice</p> <p>Suryakal</p> <p>Western Times</p> <p>Navgujarat Samay</p> <p>Nirmal Metro</p> <p>Gujarat Samachar</p> <p>Gujarat Pranam</p> <p>Subah Savera</p> <p>Satellite Samaachar</p> <p>Vraj Kishan Bhoomi</p> <p>Jalte Deep</p> <p>Uday Today</p> <p>Shidlu Patrike</p>	National + Regional
Online	B	50	<p>ICC Cricket Schedule.com</p> <p>Techilive.in</p> <p>Newsdeal.in</p> <p>5paisa.com</p> <p>Pakkikhabar.com</p> <p>Orissadiary.com</p> <p>TheGreaterIndia.in</p> <p>Taja Khabar</p> <p>Insidersport.in</p> <p>Naveenbharat.in</p> <p>The Chhattisgarh</p> <p>Latestly.com</p> <p>BusinessJournal.in</p> <p>IPLt20news.com</p> <p>InternationalNewsandViews.com</p> <p>Sportzpower.com</p> <p>Sportsmintmedia.com</p> <p>Sansa Prime News</p> <p>News9live.com</p> <p>The News Strike</p> <p>Bizbehindsports.com</p> <p>Devdiscourse.com</p> <p>NewsUpdate</p> <p>MSN.com</p> <p>City Air News</p> <p>WorldNewsEra.com</p> <p>AjmerLife.com</p> <p>Vartahub</p> <p>FMLive.in</p> <p>The Madras Tribune</p>	National + Regional

			<div>BhartiyaNews24*7.com Fastreviews.com Indore Mirror Nyooz.com Bharat Times Times News News Monks BusinessFortnight BusinessNewsthisWeek ThrustZone Times World Nai Dunia</div>	
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Print Coverage

Date	Publication	Headline	Edition
23/11/2021	Business Standard	TVS Eurogrip CSK's principal sponsor in rs 100-crore deal	National

TVS Eurogrip CSK's principal sponsor in ₹100-crore deal

TVS Eurogrip, has joined hands with four-time IPL champions Chennai Super Kings (CSK) as the principal sponsor for 2022-2024. Sources said the deal was signed for ₹100 crore, one of the highest among IPL teams at present. The partnership will give TVS Eurogrip visibility on the front of CSK's yellow jersey, a statement said. **BS REPORTER**

Date	Publication	Headline	Edition
24/11/2021	The Financial Express	TVS Eurogrip is principal sponsor of CSK	National

TVS Eurogrip is principal sponsor of CSK

TVS EUROGRIP, the tyre brand owned by TVS Srichakra, has joined hands with four-time IPL champions Chennai Super Kings (CSK) as the principal sponsor for the next three years (2022-2024). Chennai Super Kings and TVS Eurogrip will launch a series of initiatives to engage the large fan base of CSK across the country.

Date	Publication	Headline	Edition
24/11/2021	The Hindu Business Line	TVS Eurogrip will be CSK's principal sponsor for 3 years	National

TVS Eurogrip will be CSK's principal sponsor for 3 years

OUR BUREAU

Chennai, November 23

TVS Srichakra Ltd, a leading manufacturer of two- and three-wheeler tyres, and Chennai Super Kings Ltd have signed a deal under which TVS Eurogrip will be the Principal Sponsor of the CSK Team for the next three years (2022-2024).

Chennai Super Kings and TVS Eurogrip will launch a series of initiatives to engage the large fan base of CSK across the country. The partnership will give TVS Eurogrip visibility on the front of Chennai Super Kings' famed yellow jersey. CSK has the largest and most engaged fan base amongst all IPL teams, according to a statement

"TVS Eurogrip is delighted to associate with Chennai Super Kings. The jersey brand-

ing and sponsorship will increase awareness and recognition for our Eurogrip brand name and visual identity. We look forward to co-creating exciting experiences for trade and our customers with this association," said P Madhavan, EVP – Sales & Mar-

keting, TVS Srichakra Limited said. "It's going to be an exciting phase (the next three years) for us. We believe that this partnership will help us build on the long-lasting relationship with the fans," said KS Viswanathan, CEO, Chennai Super Kings Cricket Ltd.

Date	Publication	Headline	Edition
24/11/2021	The Times of India	CSK's new principal sponsors	National

CSK's new principal sponsors: Chennai Super Kings (CSK) have roped in TVS Eurogrip as their principal sponsor for the next three years.

Date	Publication	Headline	Edition
24/11/2021	DTNext	TVS Eurogrip becomes principal sponsor of Chennai Super Kings	Chennai



K.S. Viswanathan (right), CEO of Chennai Super Kings, and Arvind Singh, TVS Eurogrip's Chief Operating Officer, exchange the sponsorship document.

Date	Publication	Headline	Edition
24/11/2021	Deccan Chronicle	TVS Eurogrip becomes principal sponsor of Chennai Super Kings	Chennai

TVS Eurogrip, CSK join hands

DC CORRESPONDENT
CHENNAI, NOV. 23

TVS Eurogrip, India's leading two & three-wheeler tyre brand, joined hands with four-time IPL champions Chennai Super Kings as the principal sponsor for the next three years (2022-2024). Value of the partnership is over ₹100 crore, say sources close to the deal.

CSK and TVS will launch a series of initiatives to engage the large fan base of CSK across the country.

The partnership will

give TVS visibility on the front of CSK's famed yellow jersey. CSK has the largest and most engaged fan base amongst all IPL teams.

On the development, K.S. Viswanathan, CEO of CSK said: "We are delighted to have TVS Eurogrip as our principal sponsor and we welcome them to the Super Kings' family. It's going to be an exciting phase (the next three years) for us. We believe that this partnership will help us build on the long-lasting relationship with the fans and spread yellow far and wide."

Date	Publication	Headline	Edition
24/11/2021	The Hindu	TVS Eurogrip to be CSK's principal sponsor	Chennai

TVS Eurogrip to be CSK's principal sponsor

CHENNAI

TVS Eurogrip, India's two and three-wheeler tyre brand, announced on Tuesday that it has joined hands with four-time Indian Premier League (IPL) champion Chennai Super Kings (CSK) as the principal sponsor for the next three years (2022-2024). CSK and TVS Eurogrip will launch a series of initiatives to engage the large fan base of CSK across the country.

Date	Publication	Headline	Edition
24/11/2021	The New Indian Express	TVS Eurogrip to be CSK's sponsor in a Rs 100-Cr deal	National

TVS Eurogrip to be CSK's sponsor in a ₹100-Cr deal

CHENNAI: Two and three wheeler tyre manufacturer TVS Eurogrip on Tuesday said it has associated with four time IPL winner Chennai Super Kings, owned by The India Cements Ltd, to be its principal sponsor for the next three years. It is reliably learnt that the deal is upwards of `100 crore.

Date	Publication	Headline	Edition
24/11/2021	Deccan Herald	TVS Eurogrip to sponsor CSK	Bengaluru

TVS Eurogrip to sponsor CSK

► Two and three wheeler tyre manufacturer TVS Eurogrip on Tuesday said it has associated with four-time IPL winner Chennai Super Kings, owned by The India Cements Ltd, to be its principal sponsor for the next three years, reports PTI from Chennai.

The partnership for the next three years (2022-2024) would also give TVS Eurogrip the visibility on the front of CSK's yellow jersey, a company statement said.

Date	Publication	Headline	Edition
24/11/2021	Hosadiganthe	Sign for partnership with CSK	Bengaluru

ಸಿಎಸ್‌ಕೆ ಜತೆ ಪಾಲುದಾರಿಕೆ ಒಪ್ಪಂದಕ್ಕೆ ಸಹಿ

ಬೆಂಗಳೂರು: ಭಾರತದ ಪ್ರಮುಖ ದ್ವಿಚಕ್ರ ಮತ್ತು ಮೂರು-ಚಕ್ರದ ವಾಹನದ ಟೈರ್ ಬ್ರಾಂಡ್ ಟಿವಿಎಸ್ ಯುರೋಗ್ರಿಪ್ ಮುಂದಿನ ಮೂರು ವರ್ಷಗಳಿಗೆ ಪ್ರಧಾನ ಪ್ರಾಯೋಜಕ ಪಾಲುದಾರರಾಗಿ ನಾಲ್ಕು ಬಾರಿಯ ಪಪಿಎಲ್ ಚಾಂಪಿಯನ್ ಚೆನ್ನೈ ಸೂಪರ್ ಕಿಂಗ್ಸ್ ಜೊತೆ ಕೈಜೋಡಿಸಿದೆ.

ಚೆನ್ನೈ ಸೂಪರ್ ಕಿಂಗ್ಸ್ ಮತ್ತು ಟಿವಿಎಸ್ ಯುರೋಗ್ರಿಪ್ ದೇಶಾದ್ಯಂತ ಸಿಎಸ್‌ಕೆ‌ಯ ಅಪಾರ

ಅಭಿಮಾನಿಗಳನ್ನು ಆಕರ್ಷಿಸಲು ಉಪಕ್ರಮಗಳ ಸರಣಿಯನ್ನು ಪ್ರಾರಂಭಿಸುತ್ತಿದೆ. ಈ ಪಾಲುದಾರಿಕೆಯಿಂದಾಗಿ ಚೆನ್ನೈ ಸೂಪರ್ ಕಿಂಗ್ಸ್‌ನ ಹಳದಿ ಚರ್ಚೆಯ ಮುಂಭಾಗದಲ್ಲಿ ಟಿವಿಎಸ್ ಯುರೋಗ್ರಿಪ್ ಚಿಹ್ನೆಯನ್ನು ಪ್ರದರ್ಶಿಸಲಾಗುವುದು, ಎಲ್ಲಾ ಸಿಎಸ್‌ಕೆ ತಂಡಗಳಿಗೆ ಹೋಲಿಸಿದರೆ ಹೆಚ್ಚು ಅಭಿಮಾನಿಗಳನ್ನು ಹೊಂದಿದೆ. ಪಾಲುದಾರಿಕೆ ಕುರಿತು ಮಾತನಾಡಿದ ಇವಿಪಿ



ಸೇಲ್ ಮತ್ತು ಮಾರ್ಕೆಟಿಂಗ್, ಪಿ. ಮಾಧವನ್ ಮಾತನಾಡಿ, ತ್ರಿಚಕ್ರ ಲಿಮಿಟೆಡ್, ಯುರೋಗ್ರಿಪ್‌ಗೆ ಚೆನ್ನೈ ಸೂಪರ್ ಕಿಂಗ್ಸ್ ಜೊತೆ ಸಹಭಾಗಿತ್ವವನ್ನು ಹೊಂದಲು ಸಂತೋಷವಾಗಿದೆ. ಚರ್ಚಿ ಬ್ರಾಂಡಿಂಗ್ ಮತ್ತು ಸ್ಪಾನ್ಸರ್ ಶಿಪ್ ಯುರೋಗ್ರಿಪ್ ಹೆಸರು ಮತ್ತು ಅದರ ಗುರುತಿನ ಬಗ್ಗೆ ಜಾಗೃತಿ ಮೂಡಿಸುತ್ತದೆ ಎಂದರು.

Date	Publication	Headline	Edition
24/11/2021	Andhra Jyoti	TVS Eurogrip becomes principal sponsor of Chennai Super Kings	Chennai

ప్రభుత్వాస్పత్రి చివ డాక్టర్ అనుండ్ల తదితరులు పాల్గొన్నారు

సీఎస్కే స్పాన్సర్గా టీవీఎస్ యూరోగ్రిప్



చెన్నై, నవంబరు 23 (ఆంధ్రజ్యోతి): ఐపీఎల్లో చెన్నై సూపర్ కింగ్స్ ప్రధాన స్పాన్సర్గా టీవీఎస్ యూరోగ్రిప్ ముందుకొచ్చింది. ప్రముఖ ద్విచక్ర వాహనాల టైర్ బ్రాండ్ అయిన టీవీఎస్ యూరోగ్రిప్ నాలుగుమార్లు ఐపీఎల్ చాంపియన్గా నిలిచిన చెన్నై సూపర్ కింగ్స్కు మూడేళ్లపాటు ప్రధాన స్పాన్సర్గా కొనసాగనుంది. దీనికి సంబంధించిన ఇరు సంస్థల ప్రతినిధులు మంగళవారం చెన్నైలో జరిగిన ప్రత్యేక కార్యక్రమంలో ఒప్పంద పత్రాలను మార్చుకున్నారు. ఈ కార్యక్రమంలో టీవీఎస్ యూరోగ్రిప్ నిర్వాహకులు పి.మాధవన్, సీఎస్కే సీఈఓ కేఎస్ విశ్వనాథన్ తదితరులు పాల్గొన్నారు.

Date	Publication	Headline	Edition
24/11/2021	Dinamani	TVS Eurogrip becomes principal sponsor of Chennai Super Kings	Chennai

சென்னை சூப்பர் கிங்ஸ் அணியின் முதன்மை ஸ்பான்சராக டிவி
எஸ் யூரோகிரிப் நிறுவனம் 2022 முதல் 2024 வரை 3 ஆண்டுக
ளுக்கு ஒப்பந்தம் செய்யப்பட்டுள்ளது.

Date	Publication	Headline	Edition
24/11/2021	Shivner	TVS Eurogrip becomes principal sponsor of Chennai Super Kings	Mumbai

टीव्हीएस युरोग्रिप आता चेन्नई सुपर किंग्जचे प्रमुख प्रायोजक

मुंबई, गुरुवार : टीव्हीएस युरोग्रिप, हा भारतातील दू आणि श्री व्हीलरकरिताचा एक प्रसिद्ध असा ब्रॅंड आहे, त्यांनी चार-वेळेला आयपीएल जिंकलेल्या चेन्नई सुपर किंग्जचे प्रमुख प्रायोजक म्हणून हातमिळवणी केली असून, ते पुढील तीन वर्षांकरिता (२०२२-२०२४)

या संघाचे अधिकृत भागीदार असणार आहेत. चेन्नई सुपर किंग्ज आणि टीव्हीएस युरोग्रिपद्वारे आपल्या विविध श्रेणीचे कल्पक असे उपक्रम राबविले जातील ज्यामुळे देशभरातील सीएसकेच्या चाहत्यांना त्याबद्दलची माहिती मिळू शकेल. या भागीदारीमुळे टीव्हीएस युरोग्रिपला चेन्नई सुपर किंग्जच्या पिवळ्या रंगाच्या जर्सीवरती समोरच्या बाजूला झळकता येणार आहे. संपूर्ण आयपीएल संघामध्ये सीएसके चे चाहते हे सर्वाधिक असून ते या संघाशी जोडले गेले आहेत.



टीव्हीएस, श्रीचक्रा लिमिटेडचे विक्री आणि विपणन ईव्हीपीएसलेले श्री पी. माधवन यावेळी बोलताना म्हणाले, टीव्हीएस युरोग्रिपला चेन्नई सुपर किंग्जसह एकत्रित येऊन अतीशय आनंद होतो आहे. जर्सीच्या ब्रॅन्डिंग आणि प्रायोजकतेमुळे युरोग्रिप या ब्रॅंडचे नाव आणि नजरेत भरणारी ओळख ही चाहत्यांमध्ये अधिक जगृत होणार आहे. आम्हाला एकत्रित येऊन व्यवसायाचा अनुभव आणि ग्राहकांशी जोडली जाणारी मने या दोन्हीचा अनुभव घेता येणार आहे. आम्हाला

दोन्ही ब्रॅन्ड्समध्ये समन्वय दिसून येत असून, अशी खात्री आहे की या भागीदारीमुळे सीएसके आणि टीव्हीएस युरोग्रिप दोन्हीला फायदा होणार आहे.

विकासाबाबत बोलताना, चेन्नई सुपर किंग्ज क्रिकेट लिमिटेड चे सीईओ, केएस विश्वनाथन म्हणाले, टीव्हीएस युरोग्रिप आमचा प्रमुख प्रायोजक झाल्याचा आम्हाला अतीशय आनंद झालेला असून आम्ही त्यांचे चेन्नई सुपर किंग्जच्या कुटुंबामध्ये स्वागत करतो आहोत. हा काळ (पुढील तीन वर्ष) आमच्याकरता फारच उत्साहाचा असणार आहे. आमचा असा विश्वास आहे की या भागीदारीमुळे आम्ही आमच्या चाहत्यांशी दीर्घकाळ घट्ट असे नाते, निर्माण करू आणि दूर पर्यंत आमच्या पिवळ्या रंगाच्या छटा उमटवू.

Date	Publication	Headline	Edition
24/11/2021	The Hindu Tamil	TVS Eurogrip becomes principal sponsor of Chennai Super Kings	Chennai

சென்னை சூப்பர் கிங்ஸ் அணிக்கு டிவிஎஸ் யூரோகிரிப் பிரதான ஸ்பான்சர்

● 3 ஆண்டுக்கு ஒப்பந்தம் கையெழுத்து

சென்னை சூப்பர் கிங்ஸ் (செஸ்கே) அணியின் பிரதான ஸ்பான்சராக டிவிஎஸ் யூரோ கிரிப் இருக்கும். இதற்கான ஒப்பந்தம் ஸ்ரீசுக்ரா லிமிடெட் நிறுவனத்திற்கும், செஸ்கே நிறுவனத்திற்கும் இடையே கையெழுத்தானது.

இந்த ஒப்பந்தத்தின்படி டிவிஎஸ் ஸ்ரீசுக்ரா தயாரிப்பான யூரோ கிரிப் 3 ஆண்டுகளுக்கு (2022 முதல் 2024 வரை) பிரதான ஸ்பான்சராக இருக்கும். இந்த ஒப்பந்தத்தின் மதிப்பு ரூ.100 கோடி இருக்கும் என தகவலறிந்த வட்டாரங்கள் தெரிவிக்கின்றன.

டிவிஎஸ் குழும நிறுவனம் பிரதான ஸ்பான்சராக இடம்பெறுவது இதுவே முதல் முறையாகும். சென்னை சூப்பர் கிங்ஸ் மற்றும் டிவிஎஸ் யூரோகிரிப் நிறுவனங்கள் இணைந்து நாடு முழுவதும் செஸ்கே அணியின் ரசிகர்களை உற்சாகப்படுத்தும் பல நடவடிக்கைகளை கூட்டாக மேற்கொள்ளும்.

சென்னை சூப்பர் கிங்ஸ் அணியின் மஞ்சள் நிற ஜெர்சியில்



டிவிஎஸ் யூரோகிரிப் மற்றும் செஸ்கே ஒப்பந்தத்தை பரிமாறிக்கொள்ளும் நிகழ்ச்சியில் பங்கேற்றோர் (இடமிருந்து) பி. மாதவன், செயல் துணைத் தலைவர், விற்பனை மற்றும் சந்தைப் பிழிவு, ஸ்ரீசுக்ரா லிமிடெட், அர்விந்த் சிங், தலைமை செயல் அதிகாரி, டிவிஎஸ் ஸ்ரீசுக்ரா லிமிடெட், கேஎஸ் விஸ்வநாதன், தலைமைச் செயல் அதிகாரி, சென்னை சூப்பர் கிங்ஸ் கிரிக்கெட் லிமிடெட், சாய் பிரகாஷ், தலைவர் சந்தைப்பிழிவு.

இனி டிவிஎஸ் யூரோகிரிப் லோகோ இடம்பெறும். இந்நிய பிரீமியர் லீக் (ஐபிஎல்) கிரிக்கெட் போட்டியில் அதிக அளவு ரசிகர்களைக் கொண்டதாக செஸ்கே விளங்குவது குறிப்பிடத் தக்கது. செஸ்கே அணி ஜெர்சியில் டிவிஎஸ் யூரோகிரிப் இடம்பெறுவதன் மூலம் இந்த பிரான்ட் மேலும் பிரபலமாகும் என்று டிவிஎஸ் ஸ்ரீசுக்ரா நிறுவனத்தின் விற்பனை மற்றும் சந்தைப்

பிழிவு செயல் துணைத் தலைவர் பி.மாதவன் தெரிவித்தார்.

அடுத்த மூன்று ஆண்டுகளுக்கு மிகுந்த எதிர்பார்ப்புகளை ஏற்படுத்துவதாக இந்த கூட்டணி அமையுமெனும் மஞ்சள் நிற ஜெர்சிரசிகர்கள் மத்தியில் மிகவும் பிரபலமாகும் என்றும் சென்னை சூப்பர் கிங்ஸ் கிரிக்கெட் லிமிடெட் நிறுவனத்தின் தலைமைச் செயல் அதிகாரி கேஎஸ். விஸ்வநாதன் தெரிவித்துள்ளார்.

Date	Publication	Headline	Edition
25/11/2021	Satellite Samaachar	TVS Eurogrip becomes principal sponsor of Chennai Super King	Ahmedabad

ટીવીએસ યુરોગ્રિપ ચેન્નઈ સુપર કિંગ્સની મુખ્ય સ્પોન્સર બની



ભારતની અગ્રણી ટી અને ત્રણ ચક્રી વાહનની ટાઇર બ્રાન્ડ ટીવીએસ યુરોગ્રિપે આગામી ત્રણ વર્ષ (૨૦૨૨-૨૦૨૪) માટે મુખ્ય સ્પોન્સર તરીકે ચાર વખત આઈપીએલ ચેમ્પિયન રહેલી ચેન્નઈ સુપર કિંગ્સ સાથે હાથ મિલાવ્યા છે. ચેન્નઈ સુપર કિંગ્સ અને ટીવીએસ યુરોગ્રિપ દેશભરમાં સીએસકેના મોટી સંખ્યાના પ્રશંસકોને સામેલ કરવા માટે ઘણી પહેલો રજૂ કરશે. આ ભાગીદારી ટીવીએસ યુરોગ્રિપને ચેન્નઈ સુપર કિંગ્સની પ્રસિદ્ધ પીળી જર્સીની આગળના ભાગ પર દેશપતા આપશે. સીએસકે તમામ આઈપીએલ ટીમ્સમાં સૌથી વધુ અને સૌથી સામેલ પ્રશંસકોની સંખ્યા ધરાવે છે. આ જોડાણ વિશે ટીવીએસ શ્રીચક્ર લિમિટેડના ઈવીપી- સેલ્સ અને માર્કેટિંગ શ્રી પી. માધવને જણાવ્યું હતું કે “ટીવીએસ યુરોગ્રિપ ચેન્નઈ સુપર કિંગ્સ સાથે જોડાણ કરીને આનંદ અનુભવે છે. જર્સી બ્રાન્ડિંગ અને સ્પોન્સરશીપ અમારી યુરોગ્રિપ બ્રાન્ડ અને વિઝ્યુઅલ ઓળખ માટે જાગૃતિ અને ઓળખ વધારશે. અમે આ જોડાણ સાથે વેપાર અને અમારા ત્રાહકો માટે સહ-નિર્માણના ઉત્સાહક અનુભવો માટે તત્પર છીએ. અમે ભંને બ્રાન્ડસ વચ્ચેનો શ્રેષ્ઠ તાલમેલ જોઈએ છીએ અને અમને વિશ્વાસ છે કે આ ભાગીદારી સીએસકે અને ટીવીએસ યુરોગ્રિપ બંનેને લાભદાયક નીવડશે.”

Date	Publication	Headline	Edition
25/11/2021	Maalai Ugam	TVS Eurogrip becomes principal sponsor of Chennai Super Kings	Chennai

Chennai SuperKings-ன் அதிகாரப் பூர்வ முதன்மை ஸ்பான்சராக இணையும் TVSEurogrip

சென்னை, நவ.24
இந்தியாவில் இருசக்கர மற்றும் மூன்று சக்கர வாகனங்களுக்கான டயர் தயாரிப்பில் முதன்மை பிராண்டாகத்திகழும் TVS Eurogrip இதுவரை நான்கு முறைகளில் மித்ரா தொட்டிச் சேம்பியன் பட்டம் வென்ற Chennai Super Kings அணியின் அதிகாரப் பூர்வ முதன்மை ஸ்பான்சராக கைகொடுத்திருக்கிறது. அடுத்த மூன்று ஆண்டுகளுக்கு (2022-2024) இந்த கூட்டாண்மை ஒப்பந்தம் செயல்பாட்டில் இருக்கும். நாடெங்கிலும் Chennai Super Kings அணிக்கு மிகப்பெரிய அளவில் ரசிகர்கள் இருக்கின்றனர் என்பது யாவரும் அறிந்த ஒன்றே. CSK-ன் ரசிகர்களை இன்னும் ஆர்வத்தோடு ஈடுபாடு செயல்பட Chennai Super Kings மற்றும் TVS Eurogrip, பல்வேறு தொடர் முனைப்புத்திட்டங்களை மேற்கொள்ள இருக்கின்றன. இந்த கூட்டாண்மை ஒப்பந்தமானது,



Chennai SuperKings-ன் புகழ்பெற்ற மஞ்சள் நிற ஜோசி - ன முனைபுறத்தில் TVS Eurogrip - ன logo பிரதானமாக இடம்பெறமாறு செய்யவும், அனைத்து மித்ரா அணிகளுக்குள் மிகப்பெரிய மற்றும் பிரபலமாக கொண்டதீர ரசிகர்களின் அடித்தளத்தை சிவிரி கொண்டு நுக்கிறது. இந்த கூட்டாண்மை குறித்து பேசிய டி.வி.எஸ் ஸ்ரீசுக்ரா விமிடெட் - ன் திரு. பி.மாதவன், EVP - Sales & Marketing அவர்கள் "Chennai SuperKings அணியோடு இணைந்து செயல்படுவதில்

நிகழ்வினாக்கள், விருந்தினர் பெருமகிழ்ச்சி கொள்கிறது. ஜோசி பிராண்டிங் மற்றும் ஸ்பான்சர்ஷிப், எமது Eurogrip பிராண்டு பெயர் மற்றும் இலட்சினை மீது விழிப்புணர்வையும், அங்கீகாரத்தையும், அடையாளப்படுத்துதலையும் இன்னும் பெருமளவிற்கு உயர்த்தும். இந்த ஒத்துழைப்பு உடன்பாட்டின் மூலம் எமது வாடிக்கையாளர்களுக்கும் வரத்தகுதுறையினருக்கும் பயனளிக்கும் அற்புதமான அனுபவங்களை ஒருங்கிணைந்த உருவாக்குவதை நாங்கள்

ஆவலோடு எதிர்பார்க்கிறோம். இந்த இணைப்புகளுக்கும் ஒருங்கிணைந்து செயல்படும்போது கிடைக்கக்கூடிய ஆற்றல் மிகப்பெரியதாக இருப்பதை நாங்கள் பார்க்கிறோம். சிவிரி மற்றும் TVSEurogrip ஆகிய இரு தரப்பிற்கும் இந்த கூட்டாண்மை பலனளிக்கும் என்று நாங்கள் உறுதியாக நம்புகிறோம்," என்று கூறினார். சென்னை சூப்பர் கிங்ஸ் கிரிக்கெட் லிமிடெட் - ன் தலைமை செயல் அலுவலர் திரு. KS. விஸ்வநாதன் இது தொடர்பாக கூறியதாவது: "எமது அதிகாரப் பூர்வ முதன்மை ஸ்பான்சராக TVSEurogrip பிராண்டை கொண்டிருப்பதில் நாங்கள் பெருமகிழ்ச்சியடைகிறோம். SuperKings குடும்பத்திற்கு அவர்களை மனமார வரவேற்கிறோம். அடுத்த மூன்று ஆண்டுகள் எங்களுக்கு மிகவும் துடிப்பான மற்றும் சிறப்பான ஆண்டுகளாக இருக்கப்போகின்றன என தெரிவித்தார்.

Date	Publication	Headline	Edition
26/11/2021	Trinity Mirror	TVS Eurogrip sponsors CSK for three years from IPL 2022	Chennai

TVS Eurogrip sponsors CSK for three years from IPL 2022

Chennai, Nov 24: TVS Eurogrip, India's leading two & three-wheeler tyre brand, has joined hands with four-time IPL champions Chennai Super Kings as the Principal Sponsor for the next three years (2022-2024). Chennai Super Kings and TVS Eurogrip will launch a series of initiatives to engage the large fan base of CSK across the country. The partnership will give TVS Eurogrip visibility on the front of Chennai Super Kings'

famed yellow jersey. CSK has the largest and most engaged fan base amongst all IPL teams.

Speaking about the association, P. Madhavan, EVP – Sales & Marketing, TVS Srichakra Limited said, "TVS Eurogrip is delighted to associate with Chennai Super Kings. The jersey branding and sponsorship will increase awareness and recognition for our Eurogrip brand name and visual identity. We look forward to co-creating exciting experiences for trade and

our customers with this association. We see great synergies between both the brands and are confident that this partnership will benefit both CSK and TVS Eurogrip."

On the development, KS Viswanathan, CEO, Chennai Super Kings Cricket Limited said: "We believe that this partnership will help us build on the long-lasting relationship with the fans and spread yellow far and wide."

Date	Publication	Headline	Edition
26/11/2021	Fourth Voice	TVS Eurogrip becomes Principal Sponsor of Chennai Super Kings	Hyderabad

TVS Eurogrip becomes Principal Sponsor of Chennai Super Kings

Hyderabad/Chennai, Nov 25: TVS Eurogrip, India's leading two & three-wheeler tyre brand, has joined hands with four-time IPL champions Chennai Super Kings as the Principal Sponsor for the next three years (2022-2024). Chennai Super Kings and TVS Eurogrip will launch a series of initiatives to engage the large fan base of CSK across the country. The partnership will give TVS Eurogrip visibility on the front of Chennai Super Kings' famed yellow jersey. CSK has the largest and most engaged fan base amongst all IPL teams.

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are confident that this partnership will benefit both CSK and TVS Eurogrip."

On the development, Mr. KS Viswanathan, CEO, Chennai Super Kings Cricket Limited said: "We are delighted to have TVS Eurogrip as our Principal Sponsor and we

welcome them to the Super Kings' family. It's going to be an exciting phase (the next three years) for us. We believe that this partnership will help us build on the long-lasting relationship with the fans and spread yellow far and wide."

Date	Publication	Headline	Edition
26/11/2021	Makkal Kural	TVS Eurogrip will be the principal sponsor of CSK for 3 years	Chennai



Date	Publication	Headline	Edition
27/11/2021	Evening Tamil Nadu	TVS Eurogrip becomes Principal Sponsor of Chennai Super Kings	Chennai

TVS Eurogrip becomes Principal Sponsor of Chennai Super Kings

CHENNAI: TVS Eurogrip, India's leading two & three-wheeler tyre brand, has joined hands with four-time IPL champions Chennai Super Kings as the Principal Sponsor for the next three years (2022-2024). Chennai Super Kings and TVS Eurogrip will launch a series of initiatives to engage the large fan base of CSK across the country. The partnership will give TVS Eurogrip visibility on the front of Chennai Super Kings' famed yellow jersey. CSK has the largest and most engaged fan base amongst all IPL teams.

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On the development, Mr. KS Viswanathan, CEO, Chennai Super Kings Cricket Limited said: "We are delighted to have TVS Eurogrip as our Principal Sponsor and we welcome them to the Super Kings' family. It's going to be an exciting phase (the next three years) for us. We believe that this partnership will help us build on the long-lasting relationship with the fans and spread yellow far and wide."

Date	Publication	Headline	Edition
27/11/2021	Vraj Kishan Bhoomi	TVS Eurogrip is the principal sponsor for Chennai Super Kings	Ahmedabad

ટીવીએસ યુરોગ્રિપ ચેન્નઈ સુપર કિંગ્સની મુખ્ય સ્પોન્સર બની

ભારતની અગ્રણી ટી અને ત્રણ છે. આ જોડાણ વિશે ટીવીએસ શ્રીચક્ર યુરોગ્રિપ બંનેને લાભદાયક નીવડશે. યુરોગ્રિપે આગામી ત્રણ વર્ષ (૨૦૨૨-૨૦૨૪) માટે મુખ્ય સ્પોન્સર તરીકે માર્કેટિંગ શ્રી પી. માધવને જણાવ્યું હતું. ચાર વખત આઈપીએલ ચેમ્પિયન કે ટીવીએસ યુરોગ્રિપ ચેન્નઈ સુપર રહેલી ચેન્નઈ સુપર કિંગ્સ સાથે હાથ કિંગ્સ સાથે જોડાણ કરીને આનંદ મિલાવ્યા છે. ચેન્નઈ સુપર કિંગ્સ અને અનુભવે છે. ટીવીએસ યુરોગ્રિપ દેશભરમાં જસી બ્રાન્ડિંગ અને સ્પોન્સરશીપ સીએસકેના મોટી સંખ્યાના પ્રશંસકોને અમારી યુરોગ્રિપ બ્રાન્ડ અને કિંગ્સ પરિવારમાં તેમનું સ્વાગત કરીએ સામેલ કરવા માટે ઘણી પહેલો રજૂ વિઝ્યુઅલ ઓળખ માટે જાગૃતિ અને છીએ. આ અમારા માટે એક કરશે. આ ભાગીદારી ટીવીએસ ઓળખ વધારશે. અમે આ જોડાણ ઉત્સાહપૂર્ણ તબક્કો (આગામી ત્રણ યુરોગ્રિપને ચેન્નઈ સુપર કિંગ્સની સાથે વેપાર અને અમારા ગ્રાહકો માટે વર્ષ) હશે. અમે માનીએ છીએ કે આ પ્રસિદ્ધ પીળી જસીની આગળના ભાગ સહ-નિર્માણના ઉત્સાહક અનુભવો ભાગીદારી પ્રશંસકો સાથે લાંબા પર દૈન્યતા આપશે. સીએસકે તમામ માટે તત્પર છીએ. અમે બંને બ્રાન્ડ્સ ગાળાના સંબંધ બનાવવામાં અને દૂર આઈપીએલ ટીમ્સમાં સૌથી વધુ અને વચ્ચેનો શ્રેષ્ઠ તાલમેલ જોઈએ છીએ સુધી તથા વ્યાપકપણે ફેલાવવામાં મદદ સૌથી સામેલ પ્રશંસકોની સંખ્યા ધરાવે અને અમને વિશ્વાસ છે કે આ કરશે.

Date	Publication	Headline	Edition
28/11/2021	Jalte Deep	TVS becomes principal sponsor of Eurogrip Chennai Super Kings	Jaipur

टीवीएस यूरोग्रिप का मुख्य प्रायोजक बना टीवीएस यूरोग्रिप

तीन वर्षों के लिए पार्टनरशिप डील पर हस्ताक्षर किए

■ एजेंसी, चेन्नई

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



सर्वाधिक प्रशंसक वर्ग को जोड़ रहा है।

इस सहयोग के बारे में बोलते हुए, पी माधवन, ईन्वीपी सेल्स एंड मार्केटिंग टीवीएस श्रीचक्र लिमिटेड ने कहा, TVS Eurogrip को TVS Eurogrip के साथ जुड़कर प्रसन्नता का अनुभव हो रहा है। जर्सी ब्रांडिंग और स्पॉन्सरशिप से हमारे मूल्यवहनपच 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 वेब और जैट मूल्यवहनपच दोनों के लिए लाभकारी होगी।

इस घटनाक्रम पर बोलते हुए केएस विश्वनाथन सीईओ, टीवीएस यूरोग्रिप क्रिकेट लिमिटेड ने कहा, TVS Eurogrip को हमारे मुख्य प्रायोजक के रूप में पाकर हमें खुशी हो रही है और हम सुपरकिंग्स परिवार में उनका स्वागत करते हैं। हमारे लिए यह एक रोमांचकारी दौर (अगले तीन वर्ष) होगा।

Date	Publication	Headline	Edition
28/11/2021	Uday Today	TVS becomes principal sponsor of Eurogrip Chennai Super Kings	Jaipur

TVS Eurogrip Chennai Super Kings का मुख्य प्रायोजक बना

चेन्नई, (उदय टुडे)। 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 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। एलबी 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 Uo

द्वारा, "TVS Eurogrip Chennai Super Kings के साथ जुड़कर प्रसन्नता का अनुभव हो रहा है, जैसी 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 Uo द्वारा, "TVS Eurogrip को हमारे मुख्य प्रायोजक के रूप में पाकर हमें खुशी हो रही है।

Date	Publication	Headline	Edition
28/11/2021	Navgujarat Samay	TVS becomes principal sponsor of Eurogrip Chennai Super Kings	Ahmedabad

ટીવીએસ યુરોગ્રિપ ચેન્નઈ સુપર કિંગ્સની મુખ્ય સ્પોન્સર

ચેન્નાઈ: ભારતની અગ્રણી દ્વી અને ત્રણ ચક્કી વાહનની ટાયર બ્રાન્ડ ટીવીએસ યુરોગ્રિપે આગામી ત્રણ વર્ષ (2022-2024) માટે મુખ્ય સ્પોન્સર તરીકે આઈપીએલ ચેમ્પિયન રહેલી ચેન્નઈ સુપર કિંગ્સ સાથે હાથ મિલાવ્યા છે. ચેન્નઈ સુપર કિંગ્સ અને ટીવીએસ યુરોગ્રિપ દેશભરમાં સીએસકેના પ્રશંસકોને સામેલ કરવા ઘણી પહેલો રજૂ કરશે.

Date	Publication	Headline	Edition
28/11/2021	Nirmal Metro	TVS becomes principal sponsor of Eurogrip Chennai Super Kings	Ahmedabad

ટીવીએસ યુરોગ્રિપ ચેન્નઈ સુપર કિંગ્સની મુખ્ય સ્પોન્સર બની

એજન્સી દ્વારા

ભારતની અગ્રણી દ્વી અને ત્રણ ચક્રી વાહનની ટાયર બ્રાન્ડ ટીવીએસ યુરોગ્રિપ આગામી ત્રણ વર્ષ (૨૦૨૨-૨૦૨૪) માટે મુખ્ય સ્પોન્સર તરીકે ચાર વખત આઈપીએલ ચેમ્પિયન રહેલી ચેન્નઈ સુપર કિંગ્સ સાથે હાથ મિલાવ્યા છે. ચેન્નઈ સુપર કિંગ્સ અને ટીવીએસ યુરોગ્રિપ દેશભરમાં સીએસકેના મોટી સંખ્યાના પ્રશંસકોને સામેલ કરવા માટે ઘણી પહેલો રજૂ કરશે. આ ભાગીદારી ટીવીએસ યુરોગ્રિપને ચેન્નઈ સુપર કિંગ્સની પ્રસિદ્ધ પીળી જર્સીની આગળના ભાગ પર દેશ્યતા આપશે. સીએસકે તમામ આઈપીએલ ટીમ્સમાં સૌથી વધુ અને સૌથી સામેલ પ્રશંસકોની સંખ્યા ધરાવે છે. આ જોડાણ વિશે ટીવીએસ શ્રીચક્ર લિમિટેડના ઈવીપી- સેલ્સ અને માર્કેટિંગ શ્રી પી. માધવને જણાવ્યું હતું કે “ટીવીએસ યુરોગ્રિપ ચેન્નઈ સુપર કિંગ્સ સાથે જોડાણ કરીને આનંદ અનુભવે છે. જર્સી બ્રાન્ડિંગ અને સ્પોન્સરશીપ અમારી યુરોગ્રિપ બ્રાન્ડ અને વિઝ્યુઅલ ઓળખ માટે જાગૃતિ અને ઓળખ વધારશે. અમે આ જોડાણ સાથે વેપાર અને અમારા ગ્રાહકો માટે સહ-નિર્માણના ઉત્સાહક અનુભવો માટે તત્પર છીએ. અમે બંને બ્રાન્ડ્સ વચ્ચેનો શ્રેષ્ઠ તાલમેલ જોઈએ છીએ અને અમને વિશ્વાસ છે કે આ ભાગીદારી સીએસકે અને ટીવીએસ યુરોગ્રિપ બંનેને લાભદાયક નીવડશે.”

આ વિકાસ અંગે ચેન્નઈ સુપર કિંગ્સ ક્રિકેટ લિમિટેડના સીઈઓ શ્રી કે.એસ. વિશ્વનાથને જણાવ્યું હતું કે “અમે ટીવીએસ યુરોગ્રિપને અમારા મુખ્ય સ્પોન્સરનાં રૂપમાં પ્રાપ્ત કરીને આનંદ અનુભવીએ છીએ અને અમે સુપર કિંગ્સ પરિવારમાં તેમનું સ્વાગત કરીએ છીએ.

Date	Publication	Headline	Edition
28/11/2021	Gujarat Samachar	TVS becomes principal sponsor of Eurogrip Chennai Super Kings	Ahmedabad

ટીવીએસ યુરોગ્રિપ ચેન્નાઈ સુપરકિંગ્સની મુખ્ય સ્પોન્સર બની

સુરત, શુક્રવાર

ભારતની અગ્રણી દ્વિ અને ત્રણ ચક્રિય વાહનની ટાયર બ્રિન્ડ ટીવીએસ યુરોગ્રિપે આગામી ત્રણ વર્ષ માટે (૨૦૨૨થી ૨૦૨૪) મુખ્ય સ્પોન્સર તરીકે ચાર વખત આઈપીએલ ચેમ્પિયન રહેલી ચેન્નાઈ સુપર કિંગ્સ સાથે હાથ મિલાવ્યા છે. જોડાણ અંગે શ્રીચક્ર લિ.ના ઈવીપી-સેલ્સ અને માર્કેટીંગ પી.માધવને જણાવ્યું કે, જર્સી બ્રાન્ડિંગ અને સ્પોન્સરશી અમારી યુરોગ્રિપ બ્રાન્ડ અને વિઝ્યુઅલ ઓળખ માટે જાગૃતિ અને ઓળખ વધારશે.

Date	Publication	Headline	Edition
28/11/2021	Gujarat Pranam	TVS becomes principal sponsor of Eurogrip Chennai Super Kings	Ahmedabad

ટીવીએસ યુરોગ્રિપ ચેન્નઈ સુપર કિંગ્સની મુખ્ય સ્પોન્સર બની



ભારતની અગ્રણી ટી અને ત્રણ ચક્રી વાહનની ટાયર બ્રાન્ડ ટીવીએસ યુરોગ્રિપે આગામી ત્રણ વર્ષ (૨૦૨૨-૨૦૨૪) માટે મુખ્ય સ્પોન્સર તરીકે ચાર વખત આઈપીએલ ચેમ્પિયન રહેલી ચેન્નઈ સુપર કિંગ્સ સાથે હાથ મિલાવ્યા છે. ચેન્નઈ સુપર કિંગ્સ અને ટીવીએસ યુરોગ્રિપ દેશભરમાં સીએસકેના મોટી સંખ્યાના પ્રશંસકોને સામેલ કરવા માટે ઘણી પહેલો રજૂ કરશે. આ ભાગીદારી ટીવીએસ યુરોગ્રિપને ચેન્નઈ સુપર કિંગ્સની

પ્રસિદ્ધ પીળી જર્સીની આગળના ભાગ પર દૈશ્યતા આપશે. સીએસકે તમામ આઈપીએલ ટીમ્સમાં સૌથી વધુ અને સૌથી સામેલ પ્રશંસકોની સંખ્યા ધરાવે છે. આ જોડાણ વિશે ટીવીએસ શ્રીચક્ર લિમિટેડના ઈવીપી- સેલ્સ અને માર્કેટિંગ શ્રી પી. માધવને જણાવ્યું હતું કે “ટીવીએસ યુરોગ્રિપ ચેન્નઈ સુપર કિંગ્સ સાથે જોડાણ કરીને આનંદ અનુભવે છે. જર્સી બ્રાન્ડિંગ અને સ્પોન્સરશીપ અમારી યુરોગ્રિપ બ્રાન્ડ અને વિજયુઅલ ઓળખ માટે જાગૃત્તિ અને ઓળખ વધારશે. અમે આ જોડાણ સાથે વેપાર અને અમારા ગ્રાહકો માટે સહ-નિર્માણના ઉત્સાહક અનુભવો માટે તત્પર છીએ. અમે બંને બ્રાન્ડ્સ વચ્ચેનો શ્રેષ્ઠ તાલમેલ જોઈએ છીએ અને અમને વિશ્વાસ છે કે આ ભાગીદારી સીએસકે અને ટીવીએસ યુરોગ્રિપ બંનેને લાભદાયક નીવડશે.”

Date	Publication	Headline	Edition
28/11/2021	Subah Savera	TVS becomes principal sponsor of Eurogrip Chennai Super Kings	Ahmedabad

ટીવીએસ યુરોગ્રિપ ચેન્નઈ સુપર કિંગ્સની મુખ્ય સ્પોન્સર બની

ભારતની અગ્રણી ટી અને ત્રણ ચક્રી વાહનની ટાયર બ્રાન્ડ ટીવીએસ યુરોગ્રિપે આગામી ત્રણ વર્ષ (૨૦૨૨-૨૦૨૪) માટે મુખ્ય સ્પોન્સર તરીકે ચાર વખત આઈપીએલ ચેમ્પિયન રહેલી ચેન્નઈ સુપર કિંગ્સ સાથે હાથ મિલાવ્યા છે. ચેન્નઈ સુપર કિંગ્સ અને ટીવીએસ યુરોગ્રિપ દેશભરમાં સીએસકેના મોટી સંખ્યાના પ્રશંસકોને સામેલ કરવા માટે ઘણી પહેલો રજૂ કરશે. આ ભાગીદારી ટીવીએસ યુરોગ્રિપને ચેન્નઈ સુપર કિંગ્સની પ્રસિદ્ધ પીળી જર્સીની આગળના ભાગ પર દેશ્યતા આપશે. સીએસકે તમામ આઈપીએલ ટીમ્સમાં સૌથી વધુ અને સૌથી સામેલ પ્રશંસકોની સંખ્યા ધરાવે છે.

આ જોડાણ વિશે ટીવીએસ શ્રીચક્ર લિમિટેડના ઈવીપી- સેલ્સ અને



માર્કેટિંગ શ્રી પી. માધવને જણાવ્યું હતું કે “ટીવીએસ યુરોગ્રિપ ચેન્નઈ સુપર કિંગ્સ સાથે જોડાણ કરીને આનંદ અનુભવે છે. જર્સી બ્રાન્ડિંગ અને સ્પોન્સરશીપ અમારી યુરોગ્રિપ બ્રાન્ડ અને વિઝ્યુઅલ ઓળખ માટે જાગૃત્તિ અને ઓળખ વધારશે. અમે આ જોડાણ

સાથે વેપાર અને અમારા ગ્રાહકો માટે સહ-નિર્માણના ઉત્સાહક અનુભવો માટે તત્પર છીએ. અમે બંને બ્રાન્ડ્સ વચ્ચેનો શ્રેષ્ઠ તાલમેલ જોઈએ છીએ અને અમને વિશ્વાસ છે કે આ ભાગીદારી સીએસકે અને ટીવીએસ યુરોગ્રિપ બંનેને લાભદાયક નીવડશે.”

Date	Publication	Headline	Edition
29/11/2021	The Hindu Business Line	TVS Eurogrip aims to make the right turns	National

BRANDLINE

BusinessLine
MONDAY, NOVEMBER 29, 2021

COMING TO GRIPS

TVS Eurogrip aims to make the right turns

With a 'country full of turns' campaign, TVS Srichakra looks to enlarge its footprint as a national tyre brand

VINAY KAMATH

You're all set to head to a meeting, and find the car won't start: the fantasy's dead. And, you find your two-wheeler too has a flat tyre. P Madhusan believes that till a few years ago, a replacement fantasy of a tyre was a purchase made as a grudge, cursing your lack that a fantasy of tyre has faded. You are the wrong time, but the task for a brand is to be top of mind when the rider is looking to replace a tyre.

Madhusan, TVS Srichakra's VP, sales & marketing, says today the millennial consumer is getting more excited where a two-wheeler replacement like a tyre is considered, delving into the web for product information and comparing across brands. "While the problem is still a two-wheeler one, what's changing is that people are researching more before making a decision. 80-90 per cent are in the 25-40 years age group," he says.

Since the brand was launched as TVS Eurogrip in August of 2008, from the erstwhile TVS tyre, it has kept up a high digital presence, right through the months of the Covid lockdown. This culminated in the brand's tyre for a country full of turns TV campaign, played out during the 8th as well as the World T-20 tournament.

Launching Eurogrip

Brands consistently seek out that one personal insight which can make a crucial difference in the market. One of the important things that came up was the rider wanted the tyre to hold steady and not skid, especially when taking a turn, negotiating or avoiding something on the road. This was an important insight and from that, came the 'Turn Story', explains Madhusan.

While the master brand is TVS Eurogrip, product brand names are only in the tyre and hence the tyre communication. "Only discerning consumers or the trade will know product brands. That's how the category operates, customers will remember only the master brand," the VP adds. He points out, the brand is getting into a space targeting millennial riders for whom a Eurogrip could spell an international flavour. "The quality of our tyre has always been premium and high performance, but there was a perception of our tyre being more of an OEM brand. We had to change that perception," he elaborates.

In fact, the market for TVS was heavily skewed towards OEMs, but now the aftermarket contribution has grown by 10 per cent.

CK's principal sponsor

The company launched 25 products in Europe and has another 10 in the works, which could be launched during the course of this year. It was for Eurogrip that the company has designed these tyres.

In Europe, the brand is already in India, and back in Europe, the brand is being tested in India as well as testing tracks in Europe and sold there," says Madhusan. In the Indian market, where it already has (Ogrip) products in the market — in the last 10 years, it has sold 20 more products and more are in the pipeline. The company has been spending big on digital. Customers are searching online and buying offline. The brand plans a digital experience where a potential buyer can

put in his size of a bike, say, largely a city ride, then the search engine throws up the options.

To give a big push to its brand, last week TVS Eurogrip signed up as the principal sponsor for CK's a three-part multi-event concert. TVS an important phase in our brand journey. There's a compelling need to build awareness for the brand as we move away from Covid. There was a need to make a property for a particular period of time for the brand to sink in. The new-age millennial who we are addressing are closely watching content and wishes opens a cricket which dominates" on plane Madhusan.

TVS looked at the value and culture fit, so offering that resonated with the brand of TVS and very few names matched, the top fit was with CK. "Very often was the last thing that was on the pending order, it was more on the value fit, how they built a team, their fanbase (they have over million fans) has been put in Instagram and how they have been with the team over the years. Building a national brand, we wanted the person to also have a reach across India and CK played out really well," elaborates Madhusan.

The TVS Eurogrip logo will be seen on the front of the official yellow jersey of the team for the 2022-23 season. Apart from the biggest brand of jersey, other key stakeholders are giving rights for brand communication and sponsorship, to media marketing companies and retailers and trade engagements. The coming season will see if CK will help make TVS Eurogrip a top brand as well.



Wheeling ahead The task for the brand is to be top of mind when a rider needs replacement tyre

right from motor bikes, scooters to even a rugged, off-road Gannan. While TVS Srichakra makes two and three-wheeler tyres as well as off-highway tyres, it has aimed close at car tyres.

Behind the name change

The company changed the branding from TVS tyre to TVS Eurogrip as existing brand it had in its portfolio. Explaining what motivated the brand name change, Madhusan says, that the consumer of today has changed drastically. "Gone are the days where people used two-wheelers for just commute. There, the work it is going to work and look and drive's also essential, which has increased dramatically over the years. The new age millennial has evolved, especially in the last 10-15 years, and we believed that we wanted to extend ourselves and to get them early in their life stage," he says.

The TVS Eurogrip brand with its over 80 countries and leading an edge to its international stature is in CK's context that TVS Srichakra has set up at Milan, Italy where design cri-

givers in collaboration with the Italian team create tyre designs for both the Indian and all the world markets it operates in. "The brand name became the right choice as the 'Euro' part brings in the international flavour and also resonates with the work that we do while the functional aspect of 'Euro' being highlighted. The racing flag in the road identity is to depict the performance cues," adds Madhusan. For its post-launch, the tyre brand saw a 40 per cent increase in brand awareness and brand consideration over two months.

America of man and brand strategists. Akshay Patra, vice president, says that the brand name Eurogrip would be in the brand into a single product attribute of Eurogrip. "Also, a double barrel brand name has to be simpler to pronounce, especially for brands," he says. He points out that if the company looks to launch sub-brands under TVS Eurogrip, there is a need to have more of a successful, also adding that TVS itself is a strong brand name in the Indian context.

However, Kanishk Gaudan-

Date	Publication	Headline	Edition
30/11/2021	Suryakal	TVS becomes principal sponsor of Eurogrip Chennai Super Kings	Ahmedabad

ટીવીએસ યુરોગ્રિપ ચેન્નઈ સુપર કિંગ્સની મુખ્ય સ્પોન્સર બની

મુંબઈ, ૩૦ નવેમ્બર

ભારતની અગ્રણી ટી અને જલ્દી વાહનની ટાપર બ્રાન્ડ ટીવીએસ યુરોગ્રિપે આગામી ત્રણ વર્ષ (૨૦૨૧-૨૦૨૪) માટે યુએસબી-આર તરીકે ચાર વખત આઈપીએલ લેમ્પિંગન રહેલી ચેન્નઈ સુપર કિંગ્સ સાથે હાથ પિલાવ્ય છે. ચેન્નઈ સુપર કિંગ્સ અને ટીવીએસ યુરોગ્રિપ દેશભરમાં સીમેન્ટોના ખોટી સંખ્યાના પ્રશ્નસભેને સામેલ કરવા માટે થઈ પડેલો રજૂ કરશે. આ આવીદારીટીએસ યુરોગ્રિપને ચેન્નઈ સુપર કિંગ્સની પ્રતિષ્ઠા ધીની જઈની માનવના આગ પર દરખાસ આપશે. સીમેન્ટે તમામઆઈપીએલ ટીએસ સીઈ રજુ અને સીઈ કારનેલ પ્રશ્નસભેની સંખ્યા ધરાવે છે.

આ જોડણ વિશે ટીવીએસ ટીએસ ડિપાર્ટમેન્ટના ડિરેક્ટર-સેલ અને માર્કેટિંગ ડી.વી. માણને જણાવું હતું કે “ટીવીએસ યુરોગ્રિપ ચેન્નઈસુપર કિંગ્સ સાથે જોડણ કરીને આનંદ અનુભવે છે. જર્સી બ્રાન્ડિંગ અને સ્પોન્સરશીપ અપાર્ટી યુરોગ્રિપ આગ અને વિસ્ફોટક ઓગળ માટેજાન્યુરિ અને ઓગળ સપાટશે. અને આ જોડણ સારે વેપાર અને અપારા સાહસે માટે સહ-નિર્માણ ઉત્સાહક અનુભવો માટે તૃપ્ત કરીએ, અમેએને આનંદ વધેનો શ્રેષ્ઠ નામનેલ જોઈએ કરીએ અને અપને વિશ્વાસ છે કે આ આવીદારી ટીએસ અને ટીવીએસ યુરોગ્રિપ એનેતાપરવાહક બીવડશે.”

આ વિશ્વાસ એવે ચેન્નઈ સુપર કિંગ્સ ક્રિકેટ ડિપાર્ટમેન્ટના સીઈઓ ડી.કે.એલ. વિશ્વાસને જણાવું હતું કે “અમે ટીવીએસ યુરોગ્રિપનેઅપારા મુખ્ય સ્પોન્સરનાં રૂપમાં આપ કરીને આનંદ અનુભવીએ કરીએ અને અમે સુપર કિંગ્સ પરિવારમાં તેમનું સ્વાગત કરીએ કરીએ, આઅપાર માટે એક ઉત્સાહપૂર્ણ તખ્તો (આગામી ત્રણ વર્ષ) હશે. અમે માનીએ કરીએ કે આ આવીદારી પ્રશ્નસભે સાથે આમા તમામ સંબંધનાવવામાં અને રૂર સુધી તમા આપરણે દેશાવવામાં મદદ કરશે.”

Date	Publication	Headline	Edition
30/11/2021	Western Times	TVS becomes principal sponsor of Eurogrip Chennai Super Kings	Ahmedabad

TVS Eurogrip becomes Principal Sponsor of Chennai Super Kings

Signs partnership deal for three years starting season of IPL 2022

Mumbai, TVS Eurogrip, India's leading two & three-wheeler tyre brand, has joined hands with four-time IPL champions Chennai Super Kings as the Principal Sponsor for the next three years (2022-2024). Chennai Super Kings

TVS Eurogrip will launch a series of initiatives to engage the large fan base of CSK across the country. The partnership will give TVS Eurogrip visibility on the front of Chennai Super Kings' famed yellow jersey. CSK has the largest and most engaged fan base amongst all IPL teams.

Speaking about the association, Mr. P. Madhavan,

EVP – Sales & Marketing, TVS Srichakra Limited said, "TVS Eurogrip is delighted to associate with Chennai Super Kings. The jersey branding and sponsorship will increase awareness and recognition for our Eurogrip brand name and visual identity. We look forward to co-creating exciting experiences for trade and our customers with this association.

We see great synergies between both the brands and are confident that this partnership will benefit both CSK and TVS Eurogrip."

On the development, Mr. H. Viswanathan, CEO, Chennai Super Kings Cricket Limited said: "We are delighted to have TVS Eurogrip as our Principal Sponsor and we welcome them to the Super Kings' family. It's going to be an exciting phase (the next three years) for us. We believe that this partnership will help us build on the long-lasting relationship with the fans and spread yellow far and wide."



Date	Publication	Headline	Edition
30/11/2021	Dainik Jagran	TVS becomes principal sponsor of Eurogrip Chennai Super Kings	Ahmedabad

टीवीएस यूरोग्रिप चेन्नई सुपर किंग्स का प्रायोजक बना

चेन्नई, जेएनएन। भारत के अग्रणी टू और थ्री-व्हीलर टायर ब्रांड, टीवीएस यूरोग्रिप ने 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।

Date	Publication	Headline	Edition
30/11/2021	Nyayadhish Lucknow	TVS becomes principal sponsor of Eurogrip Chennai Super Kings	Lucknow

टीवीएस यूरोग्रिप बना चेन्नई सुपर किंग्स का मुख्य प्रायोजक



हिस्से पर टीवीएस यूरोग्रिप का नाम होगा। सीएसके ने आईपीएल में हिस्सा लेने वाली सभी टीमों के मुकाबले सबसे ज्यादा तादाद में प्रशंसक वर्ग को जोड़ रखा है। इस सहयोग के बारे में बोलते हुए, टीवीएस श्रीचक्र लिमिटेड के एजीक्यूटिव वाइस प्रेसिडेंट सेल्स एंड मार्केटिंग, श्री पी माधवन ने कहा कि टीवीएस यूरोग्रिप को चेन्नई सुपर किंग्स के साथ जुड़ कर प्रसन्नता का अनुभव हो रहा है। उन्होंने कहा कि जर्सी ब्रांडिंग और स्पॉन्सरशिप से हमारे यूरोग्रिप ब्रांड नेम और विजुअल आयडेंटिटी के प्रति जागरूकता और उसकी पहचान बढ़ेगी।

लखनऊ,। भारत के अग्रणी टू हाथ मिलाया है। चेन्नई सुपर किंग्स और वी-व्हीलर टायर ब्रांड, टीवीएस और टीवीएस यूरोग्रिप देश भर में यूरोग्रिप ने अगले तीन वर्षों (2022-2024) के लिए चार बार की आईपीएल चैंपियन रह चुकी चेन्नई सुपर किंग्स के साथ मुख्य प्रायोजक के रूप में सीएसके की पीली जर्सी के अगले

Date	Publication	Headline	Edition
30/11/2021	Vishavarta Lucknow	TVS becomes principal sponsor of Eurogrip Chennai Super Kings	Ahmedabad

02

विश्ववार्ता
लखनऊ, गुरुवार, 2 दिसंबर 20

एक नजर

सीएसके का मुख्य प्रायोजक बना टीवीएस यूरोग्रिप

लखनऊ। भारत के अग्रणी टू और थ्री-व्हीलर टायर ब्रांड, टीवीएस यूरोग्रिप ने 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 जोड़ने के लिए उपक्रमों की पूरी श्रृंखला शुरू करेंगे। इस साझेदारी के तहत सीएसके की पीली जर्सी के अगले हिस्से पर टीवीएस यूरोग्रिप का नाम होगा। सीएसके ने आईपीएल में हिस्सा लेने वाली सभी टीमों के मुकाबले सबसे ज्यादा तादाद में प्रशंसक वर्ग को जोड़ रखा है। इस सहयोग के बारे में बोलते हुए, टीवीएस श्रीचक्र लिमिटेड के एक्जीक्यूटिव वाइस प्रेसिडेंट सेल्स एंड मार्केटिंग पी माधवन ने कहा कि टीवीएस यूरोग्रिप को चेन्नई सुपर किंग्स के साथ जुड़ कर प्रसन्नता का अनुभव हो रहा है। इस साझेदारी पर बोलते हुए चेन्नई सुपर किंग्स के सीईओ केएस विश्वनाथन ने कहा कि टीवीएस यूरोग्रिप को मुख्य प्रायोजक के रूप में पाकर खुशी हो रही है और हम सुपर किंग्स परिवार में उनका स्वागत करते हैं।



Date	Publication	Headline	Edition
30/11/2021	Teejarat	TVS becomes principal sponsor of Eurogrip Chennai Super Kings	Ahmedabad

थुरा

राष्ट्रीय हिन्दी दैनिक
तिजारात

टीवीएस यूरोग्रिप बना चेन्नई सुपर किंग्स (सीएसके) का मुख्य प्रायोजक

खाना

लखनऊ। टीवीएस यूरोग्रिप ने अगले तीन वर्षों (2022-2024) के लिए चार बार की आईपीएल चैम्पियन रह चुकी चेन्नई सुपर किंग्स के साथ मुख्य प्रायोजक के रूप में हस्ताक्षर किए हैं। चेन्नई सुपर किंग्स और टीवीएस यूरोग्रिप देश भर में सीएसके के विशाल प्रशंसक वर्ग को जोड़ने के लिए उपक्रमों की पूरी श्रृंखला शुरू करेंगे। इस साझेदारी के तहत सीएसके की पोली जर्सी के अगले हिस्से पर टीवीएस यूरोग्रिप का नाम होगा। सीएसके ने आईपीएल में हिस्सा लेने वाली सभी टीमों के मुकाबले सबसे ज्यादा तावर में प्रशंसक वर्ग को जोड़ रखा है।

इस सहयोग के बारे में बोलते हुए, टीवीएस ग्रीनवुड लिमिटेड के एजीक्यूटिव वाइस प्रेसिडेंट सेल्स एंड मार्केटिंग, श्री पी माधवन ने कहा कि टीवीएस यूरोग्रिप को



चेन्नई सुपर किंग्स के साथ जुड़ कर प्रसन्नता का अनुभव हो रहा है। उन्होंने कहा कि जर्सी ब्रांडिंग और स्पॉन्सरशिप से हमारे यूरोग्रिप ब्रांड नेम और विजुअल आइडेंटिटी के प्रति जागरूकता और उसकी पहचान बढ़ेगी। हम इस एडजोड 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 यूरोग्रिप दोनों के लिए लाभकारी होगी। इस साझेदारी पर बोलते हुए चेन्नई सुपर किंग्स के मुख्य कार्यकारी अधिकारी (सीईओ) केएस विधनाथन ने कहा कि टीवीएस यूरोग्रिप को मुख्य प्रायोजक के रूप में पाकर खुशी हो रही है और हम सुपर किंग्स परिवार में उनका स्वागत करते हैं।

Date	Publication	Headline	Edition
30/11/2021	Punjab Kesari	TVS becomes principal sponsor of Eurogrip Chennai Super Kings	Lucknow

**पंजाब
केसरी**

WED, 01 DECEM
EDITION: SANGI

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।

Online Coverage

Portal: The Times of India

URL: <https://timesofindia.indiatimes.com/sports/cricket/ipl/top-stories/tvs-eurogrip-becomes-principal-sponsor-of-chennai-super-kings/articleshow/87874874.cms>



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IPL: TVS Eurogrip is the principal sponsor for Chennai Super Kings

TVS Eurogrip said it has associated with four time IPL winner Chennai Super Kings, owned by The India Cements Ltd, to be its principal sponsor for the next three years

Topics
IPL | Indian Premier League

Press Trust of India | Chennai
Last Updated at November 23, 2021 18:37 IST

Portal: The Economic Times

URL: <https://economictimes.indiatimes.com/industry/services/advertising/tvs-eurogrip-becomes-principal-sponsor-of-chennai-super-king/articleshow/87873030.cms?from=mdr>



The screenshot displays the 'The Economic Times' website, specifically the 'Industry' section. The page features a navigation bar with links to Home, ETPrime, Markets, News, Industry, RISE, Politics, Wealth, MF, Tech, Jobs, Opinion, NRI, Panache, ET NOW, and More. Below this is a secondary navigation bar with categories like Auto, Banking/Finance, Cons. Products, Energy, Renewables, Ind'l Goods/Svs, Healthcare/Biotech, Services, Media/Entertainment, and More. The main headline reads 'TVS Eurogrip becomes principal sponsor of Chennai Super King'. The article is dated 'Nov 23, 2021, 07:42 PM IST'. A synopsis box states: 'TVS Srichakra are the makers of TVS Eurogrip brand of tyres which manufactures and exports two, three-wheeler tyres and off-highway tyres. Incorporated in 1982, it is one of the flagship companies of the \$8.5 billion TVS Group.' The main text begins with 'Tyre brand TVS Eurogrip on Tuesday joined hands with four-time IPL champions Chennai Super Kings as the principal sponsor for the next three years (2022-2024)'. An image of the Chennai Super Kings logo is visible. On the right, there is an advertisement for 'CLEANER WATER FOR MEGACITIES' featuring a man and a woman.

THE ECONOMIC TIMES | Industry
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TVS Eurogrip becomes principal sponsor of Chennai Super King

ET Bureau - Last Updated: Nov 23, 2021, 07:42 PM IST

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Synopsis
TVS Srichakra are the makers of TVS Eurogrip brand of tyres which manufactures and exports two, three-wheeler tyres and off-highway tyres. Incorporated in 1982, it is one of the flagship companies of the \$8.5 billion TVS Group.

Agencies
Tyre brand **TVS Eurogrip** on Tuesday joined hands with four-time IPL champions **Chennai Super Kings** as the principal sponsor for the next three years (2022-2024)

CHENNAI SUPER

CLEANER WATER FOR MEGACITIES. WHAT'S THE CLEAR SOLUTION? TEAMWORK. DISCOVER MORE >

Portal: The Hindu BusinessLine

URL: <https://www.thehindubusinessline.com/news/sports/tvs-eurogrip-will-be-the-principal-sponsor-of-csk-for-3-years/article37645763.ece>



The screenshot shows the BusinessLine website interface. At the top is the 'BusinessLine' logo with 'THE HINDU' in smaller text above it. Below the logo is a navigation bar with links: HOME, NEWS, MARKETS, COMPANIES, INFO-TECH, OPINION, SPECIALS, PORTFOLIO, PREMIUM, DATA STORIES, and MORE. A secondary navigation bar lists various news categories: LATEST NEWS, BOOKS, BLEXPLOINER, ECONOMY, AGRI BUSINESS, BLON CAMPUS, MONEY & BANKING, DATA FOCUS, CARTOONS, and RES. The main content area is titled 'Sports' in orange. The headline reads 'TVS Eurogrip will be the principal sponsor of CSK for 3 years'. Below the headline is a sub-header: 'Our Bureau | Chennai | Updated on November 23, 2021'. A row of social media sharing icons (Facebook, Twitter, LinkedIn, Telegram, WhatsApp, Email, and Messenger) is displayed. The article text begins with a bolded sentence: 'The partnership will give the company visibility on the front of the Chennai Super Kings' famed yellow jersey'. The following paragraph states: 'TVS Srichakra Ltd, a leading manufacturer of two and three-wheeler tyres, and Chennai Super Kings Ltd have signed a deal under which TVS Eurogrip will be the Principal Sponsor of the CSK Team for the next three years (2022-2024)'. The final sentence reads: 'Chennai Super Kings and TVS Eurogrip will launch a series of initiatives to engage the large fan base of CSK across the'.

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Sports

TVS Eurogrip will be the principal sponsor of CSK for 3 years

Our Bureau | Chennai | Updated on November 23, 2021

f t in tg wa e m

The partnership will give the company visibility on the front of the Chennai Super Kings' famed yellow jersey

TVS Srichakra Ltd, a leading manufacturer of two and three-wheeler tyres, and Chennai Super Kings Ltd have signed a deal under which TVS Eurogrip will be the Principal Sponsor of the CSK Team for the next three years (2022-2024).

Chennai Super Kings and TVS Eurogrip will launch a series of initiatives to engage the large fan base of CSK across the

Portal: The Week

URL: <https://www.theweek.in/wire-updates/business/2021/11/23/mcm10-biz-tvs-csk.html>



The screenshot shows the top of a web browser displaying the 'THE WEEK' website. The header is red with the site name and navigation links: HOME, INDIA, WORLD, BUSINESS, SPORTS, SCI/TECH, LEISURE, ENTERTAINMENT, and HEALTH. The article title is 'TVS Eurogrip is the principal sponsor for Chennai Super Kings'. Below the title is a sub-headline 'PTI | Updated: November 23, 2021 18:27 IST'. The main text begins with 'Chennai, Nov 23 (PTI): Two and three wheeler tyre manufacturer TVS Eurogrip on Tuesday said it has associated with four time IPL winner Chennai Super Kings, owned by The India Cements Ltd, to be its principal sponsor for the next three years.' It continues with details about the partnership and a quote from TVS Srichakra Ltd, executive-vice president (sales and marketing) P Madhavan.

THE WEEK MAGAZINE 

HOME INDIA WORLD BUSINESS SPORTS SCI/TECH LEISURE ENTERTAINMENT HEALTH

TVS Eurogrip is the principal sponsor for Chennai Super Kings

PTI | Updated: November 23, 2021 18:27 IST

Chennai, Nov 23 (PTI): Two and three wheeler tyre manufacturer TVS Eurogrip on Tuesday said it has associated with four time IPL winner Chennai Super Kings, owned by The India Cements Ltd, to be its principal sponsor for the next three years.

Chennai Super Kings and TVS Eurogrip would launch a series of initiatives to engage the large fan base of CSK across the country. The partnership for the next three years (2022-2024) would also give TVS Eurogrip the visibility on the front of CSK's yellow jersey, a company statement said.

"TVS Eurogrip is delighted to associate with Chennai Super Kings. The jersey branding and sponsorship will increase awareness and recognition for our Eurogrip brand name and visual identity", TVS Srichakra Ltd, executive-vice president (sales and marketing) P Madhavan said.

"We look forward to co-creating exciting experiences for trade and our customers with this association. We see great synergies between the brands and are confident that this partnership will have a great impact on CSK and TVS Eurogrip's business."

Portal: Moneycontrol.com

URL: <https://www.moneycontrol.com/news/business/tvs-eurogrip-signs-up-for-some-yellove-as-principle-sponsor-of-csk-for-next-three-years-7753841.html>



The screenshot shows the Moneycontrol website interface. At the top, there's a navigation bar with the Moneycontrol logo and a 'Be a PRO' button. Below this is a secondary navigation bar with links for Muhurat Trading, Markets, News, Portfolio, Commodities, Mutual Funds, Personal Finance, Forum, Media, Earth360, Invest Now, and Subscriptions. A third navigation bar lists categories: Business, Markets, Stocks, Economy, Companies, Trends, IPO, and Opinion. The main content area features a breadcrumb trail 'Home > News > BUSINESS' and a large headline: 'TVS Eurogrip signs up for some "yellove", as principle sponsor of CSK for next three years'. Below the headline is a sub-headline: 'With this partnership, the tyre brand hopes to deepen and solidify its engagement with a younger generation'. The author's name 'KT JAGANNATHAN' and the date 'NOVEMBER 23, 2021 / 09:05 PM IST' are displayed. At the bottom, there's a colorful banner with a cartoon character and the Moneycontrol logo.

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TVS Eurogrip signs up for some "yellove", as principle sponsor of CSK for next three years

With this partnership, the tyre brand hopes to deepen and solidify its engagement with a younger generation

KT JAGANNATHAN | NOVEMBER 23, 2021 / 09:05 PM IST

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Portal: Financial Express

URL: <https://www.financialexpress.com/brandwagon/tvs-eurogrip-becomes-principal-sponsor-of-chennai-super-kings-for-three-years/2374687/>

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 **TVS Eurogrip becomes principal sponsor of Chennai Super Kings for three years**

By: BrandWagon Online | November 23, 2021 8:03 PM

The partnership will give TVS Eurogrip visibility on the front of Chennai Super Kings' jersey



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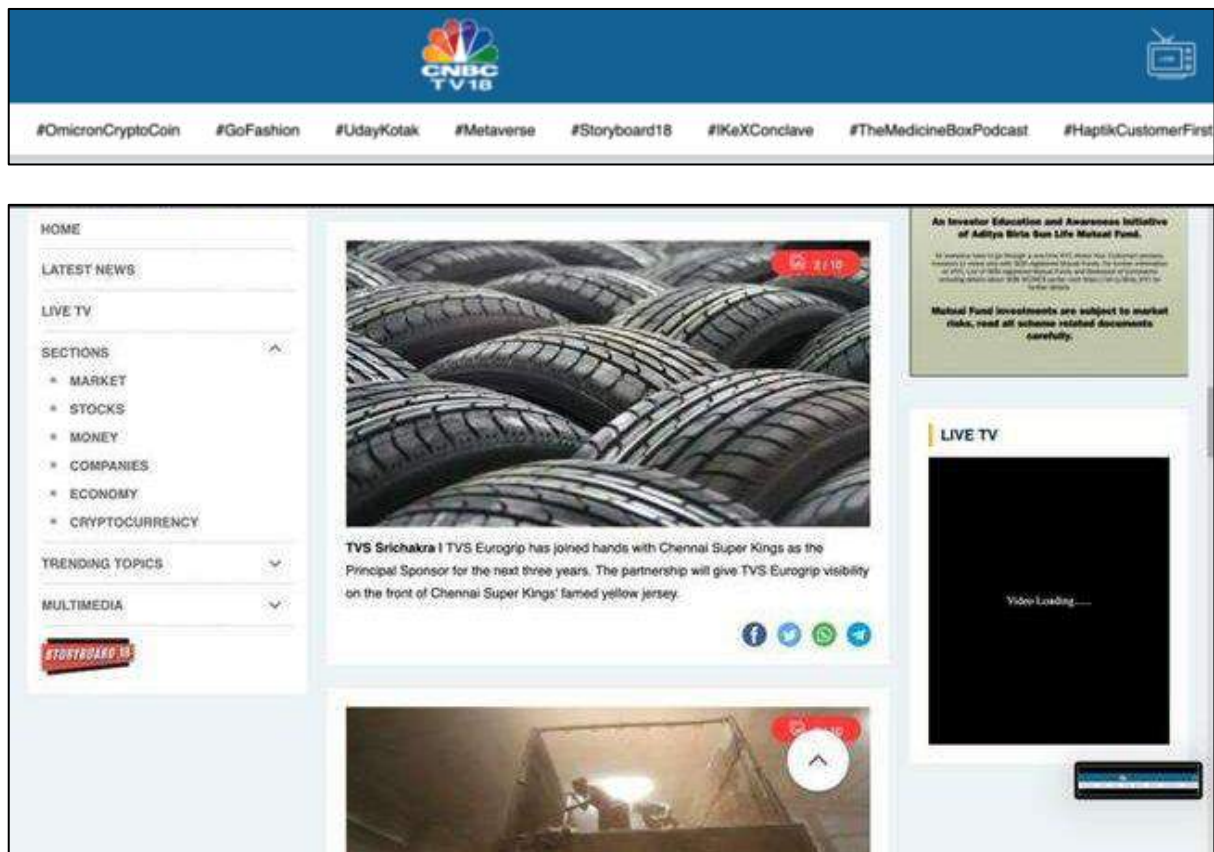
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Portal: CNBCTV18.com

URL: <https://www.cnbctv18.com/photos/market/stocks/bharti-airtel-icici-bank-coal-india-and-more-top-stocks-to-watch-out-for-on-nov-24-tvs-srichakra-polo-queen-spicejet-himadri-speciality-balaji-amines-11572382-2.htm>



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TVS Eurogrip ties with Chennai Super Kings as principal sponsor for next three years

Signs partnership deal for three years starting season of IPL 2022.

November 24, 2021 9:23 IST | India Infoline News Service



TVS Srichakra Ltd-led TVS Eurogrip, India's leading two & three-wheeler tyre brand, has joined hands with four-time IPL champions Chennai Super Kings as the Principal Sponsor for the next three years (2022-2024).

Chennai Super Kings and TVS Eurogrip will launch a series of initiatives to engage the large fan base of CSK across the country. The partnership will give TVS Eurogrip visibility on the front of Chennai Super Kings' famed yellow jersey.

CSK has the largest and most engaged fan base amongst all IPL teams, said company.

Speaking about the association, P. Madhavan, EVP - Sales & Marketing, TVS Srichakra Limited said, "TVS Eurogrip is delighted to associate with Chennai Super Kings.

Portal: News18.com

URL: <https://www.news18.com/cricketnext/news/tvs-eurogrip-is-the-principal-sponsor-for-chennai-super-kings-deal-value-pegged-at-over-rs-100-cr-4479272.html>

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HOME » CRICKET HOME » NEWS » TVS EUROGRIP IS THE PRINCIPAL SPONSOR FOR CHENNAI SUPER KINGS; DEAL VALUE PEGGED AT OVER RS 100 CR 1-MIN READ

TVS Eurogrip is the Principal Sponsor for Chennai Super Kings; Deal Value Pegged at Over Rs 100 Cr



Chennai Super Kings and TVS Eurogrip would launch a series of initiatives to engage the large fan base of CSK across the country.

- PTI
- LAST UPDATED: NOVEMBER 23, 2021, 23:00 IST
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The screenshot displays the Equity Bulls website interface. At the top, there are banners for 'bigbasket A TATA Enterprise' and 'Limitless FREE DELIVERIES'. Below these, a navigation bar includes links for 'Mutual Funds', 'Commodities', 'Research', 'Tax Planning', 'IPO', 'Our Team', and 'Contact Us', along with social media icons for 'Follow', 'Like', and 'Share'.

The main content area features a 'Stock Report' section with the headline 'TVS Eurogrip becomes Principal Sponsor of Chennai Super Kings'. The article is dated 'Posted On: 2021-11-23 23:21:06 (Time Zone: IST)'. Below the headline, there are social media sharing buttons for Facebook, Twitter, and Pin, as well as a 'Share' button.

The article text states: 'TVS Eurogrip, India's leading two & three-wheeler tyre brand, has joined hands with four-time IPL champions Chennai Super Kings as the Principal Sponsor for the next three years (2022-2024). Chennai Super Kings and TVS Eurogrip will launch a series of initiatives to engage the large fan base of CSK across the country. The partnership will give TVS Eurogrip visibility on the front of Chennai Super Kings' famed yellow jersey. CSK has the largest and most engaged fan base amongst all IPL teams.'

Speaking about the association, Mr. P. Madhavan, EVP - Sales & Marketing, TVS Srichakra Limited said, 'TVS Eurogrip is delighted to associate with Chennai Super Kings. The jersey branding and sponsorship will increase awareness and recognition for

On the left side of the page, there is a sidebar with a Google search bar, a 'Web' link to 'www.equitybulls.com', and an 'amazon.in' advertisement with the text 'Discover Amazon.in Millions of products'.

Portal: UNI

URL: <http://www.uniindia.com/tvs-eurogrip-is-csk-s-principal-sponsor-inks-3-year-deal-worth-over-rs-100-cr/sports/news/2572117.html>



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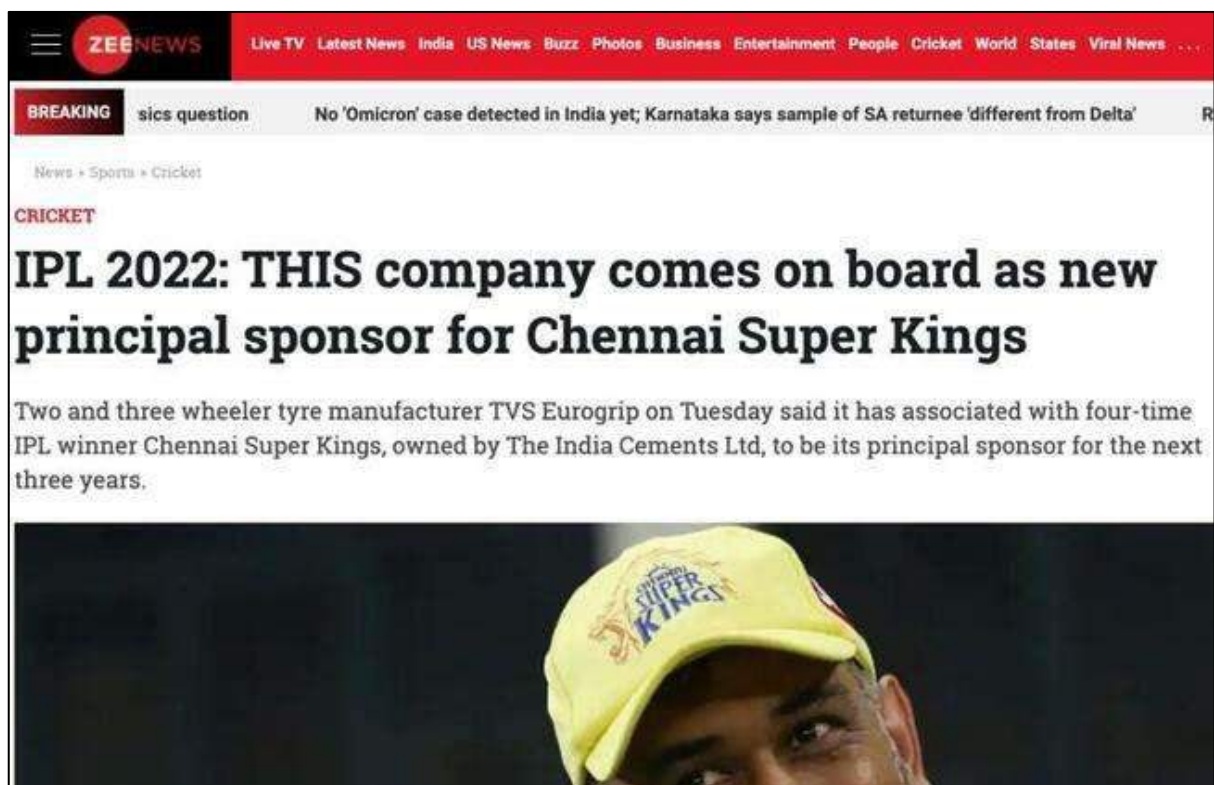
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TVS Eurogrip is CSK's principal sponsor, inks 3-year deal worth over Rs 100 cr

Chennai, Nov 23 (UNI) TVS Eurogrip, India's leading two and three-wheeler tyre brand, today has joined hands with four-time IPL champions Chennai Super Kings (CSK) as the Principal Sponsor for the next three years (2022-2024).

Portal: Zee News

URL: <https://zeenews.india.com/cricket/ipl-2022-this-company-comes-on-board-as-new-principal-sponsor-for-chennai-super-kings-2412965.html#:~:text=Chennai%3A%20Two%20and%20three%20wheeler,for%20the%20next%20three%20years.>



The screenshot shows a Zee News article. The header includes the Zee News logo and navigation links: Live TV, Latest News, India, US News, Buzz, Photos, Business, Entertainment, People, Cricket, World, States, Viral News. A breaking news banner at the top reads "sics question" and "No 'Omicron' case detected in India yet; Karnataka says sample of SA returnee 'different from Delta'". The article is categorized under "News > Sports > Cricket". The headline is "IPL 2022: THIS company comes on board as new principal sponsor for Chennai Super Kings". The sub-headline states: "Two and three wheeler tyre manufacturer TVS Eurogrip on Tuesday said it has associated with four-time IPL winner Chennai Super Kings, owned by The India Cements Ltd, to be its principal sponsor for the next three years." Below the text is a photograph of a person wearing a yellow Chennai Super Kings cap.

Portal: Medianews4u.com

URL: <https://www.medianews4u.com/tvs-eurogrip-becomes-principal-sponsor-of-chennai-super-kings/>



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NOVEMBER 29, 2021



AdYogi helps brands to scale revenues rapidly while maintaining good profitability: Anshuk K Aggarwal

NOVEMBER 29, 2021

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TVS Eurogrip becomes Principal Sponsor of Chennai Super Kings

by Editorial — November 23, 2021 in Featured, Marketing 1 min read



Portal: Mediabrief

URL: <https://mediabrief.com/tvs-eurogrip-becomes-principal-sponsor-of-chennai-super-kings/>

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Home > Marketing > TVS Eurogrip becomes Principal Sponsor of Chennai Super Kings

Marketing

TVS Eurogrip becomes Principal Sponsor of Chennai Super Kings

By The News Desk - November 23, 2021





Portal: APN News

URL: <https://www.apnnews.com/tvs-eurogrip-becomes-principal-sponsor-of-chennai-super-kings/>



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TVS Eurogrip becomes Principal Sponsor of Chennai Super Kings

Published on November 23, 2021

Signs partnership deal for three years starting season of IPL 2022

Mumbai : TVS Eurogrip, India's leading two & three-wheeler tyre brand, has joined hands with four-time IPL champions Chennai Super Kings as the Principal Sponsor for the next three years (2022-2024). Chennai Super Kings and TVS Eurogrip will launch a series of initiatives to engage the large fan base of CSK across the country. The partnership will give TVS Eurogrip visibility on the front of Chennai Super Kings' famed yellow jersey. CSK has the largest and most engaged fan base amongst all IPL teams.

Speaking about the association, **Mr. P. Madhavan, EVP – Sales & Marketing, TVS Srichakra Limited** said, "TVS Eurogrip is delighted to associate with Chennai Super Kings. The jersey branding and sponsorship will increase awareness and recognition for our Eurogrip brand name and visual identity. We look forward to co-creating exciting experiences



Portal: The Outreach

URL: <https://theoutreach.in/tvs-eurogrip-will-be-the-principal-sponsor-of-csk-for-3-years/>

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Business

TVS Eurogrip will be the principal sponsor of CSK for 3 years

📅 November 23, 2021 👤 Team Outreach 💬 0 Comments

Portal: ICC Cricket Schedule

URL: <https://www.icccricketsschedule.com/tyre-manufacturer-tvs-eurogrip-becomes-csks-principal-sponsor-for-the-next-three-ipl/>



The screenshot shows the ICC Cricket Schedule website. At the top, there is a blue header with the "ICC CRICKET SCHEDULE" logo. To the right of the logo is a search bar and an advertisement for Google. Below the header is a navigation menu with links: "TOP 5 / TOP 10", "IPL 2022", "IPL TEAMS", "SERIES", "CWC 2021", and "MORE..". The main content area features a breadcrumb trail: "Home > IPL Team > Chennai Super King > IPL 2022: Tyre Manufacturer TVS Eurogrip becomes CSK's principal sponsor for the...". Below this are three tags: "CHENNAI SUPER KING", "CRICKET NEWS", and "IPL 2022". The article title is "IPL 2022: Tyre Manufacturer TVS Eurogrip becomes CSK's principal sponsor for the next three IPL". A quote from P Madhavan, EVP - Sales & Marketing, TVS Srichakra Limited, is displayed: "TVS Eurogrip is delighted to associate with Chennai Super Kings, says P Madhavan, EVP - Sales & Marketing, TVS Srichakra Limited." The article is attributed to "By ICS News Desk - November 24, 2021" and has 0 comments. Social media sharing icons for Facebook, Twitter, Pinterest, and WhatsApp are provided. The bottom of the page shows a yellow banner.

Portal: Techilive.in

URL: <https://techilive.in/tvs-eurogrip-is-the-principal-sponsor-for-chennai-super-kings-deal-value-pegged-at-over-rs-100-crore-cricket-news-times-of-india/>



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Portal: Newsdeal.in

URL: <https://newsdeal.in/tvs-eurogrip-becomes-principal-sponsor-of-chennai-super-kings-for-three-years/>


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Chennai Super Kings and TVS Eurogrip will launch a series of initiatives to engage the large fan base of CSK across the country

Portal: 5paisa.com

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Home > Newsfeed > Ipl Tvs Eurogrip Is The Principal Sponsor For Chennai Super Kings

IPL: TVS Eurogrip is the principal sponsor for Chennai Super Kings



Two and three wheeler tyre manufacturer TVS Eurogrip on Tuesday said it has associated with four time IPL winner Chennai Super Kings, owned by The India Cements Ltd, to be its principal sponsor for the next three years.

Portal: Pakki Khabar

URL: <https://pakkikhabar.in/tvs-eurogrip-becomes-principal-sponsor-of-chennai-super-kings/>



The screenshot shows the Pakki Khabar website interface. At the top left is the Pakki Khabar logo. To its right is a blue banner for Amazon Prime Video with the text "OFFER Join prime at ₹1499 ₹999/year prime video Prime price has changed to ₹1499/year". Below the banner is a navigation bar with links: Home, National, World, Live, State, IPL 2021, Sports, and More. The breadcrumb trail reads "Home > More > Sports". The section is titled "MORE SPORTS". The main headline is "TVS Eurogrip becomes principal sponsor of Chennai Super Kings". Below the headline, it says "By PakkiKhabar November 23, 2021" and shows "12" views and "0" comments. There are social media sharing buttons for Facebook, Twitter, Pinterest, and WhatsApp. At the bottom is a photo of four men standing in front of a backdrop that features the TVS Eurogrip and Chennai Super Kings logos, with the text "PRINCIPAL SPONSOR" repeated.

Portal: Orissa Diary

URL: <https://orissadiary.com/tvs-eurogrip-becomes-principal-sponsor-of-chennai-super-kings/>



Portal: The Greater India

URL: <https://thegreaterindia.in/news/business/tvs-eurogrip-becomes-principal-sponsor-of-chennai-super-king/>

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TVS Eurogrip turns into principal sponsor of Chennai Super King

 by **TGI News** - November 23, 2021 In [Business](#) 0



Tyre model **TVS Eurogrip** on Tuesday joined palms with four-time IPL champions **Chennai Super Kings** because the principal sponsor for the subsequent three years (2022-2024).

The worth of the TVS eurogrip **CSK** partnership is upwards of Rs 100 crore, sources near the deal advise ET.

are the makers of TVS Eurogrip model of tyres which manufactures and exports two, three-wheeler tyres and off-highway tyres. Incorporated in 1982, it is among the flagship corporations of the \$8.5 billion **TVS Group**.


"We look forward to co-creating exciting experiences for trade and our customers with this association. We see great synergies between both the brands and are confident that this partnership will benefit both CSK and TVS Eurogrip," P. Madhavan, EVP - Sales & Marketing, TVS Srichakra stated in a press release.



The screenshot shows the InsideSport website interface. At the top, there's a blue header with the 'INSIDESPORT' logo, the tagline 'PLAY WITH US', and 'A Venture of Sporty Solutionz'. To the right is a 'betway' advertisement with the text 'GET 100% B' and '₹60,000, ON'. Below the header is a navigation bar with links: 'SPORTS BUSINESS', 'IND VS NZ 2021', 'CRICKET', 'ISL 2021-22', 'IPL 2022', and 'FOOTBALL'. The main headline reads 'IPL 2022: CSK breaks all IPL team sponsorship records, signs largest ever sponsorship deal worth 100cr'. Below the headline, it says 'By PTI - November 28, 2021'. There are three social media sharing buttons: 'Share on Facebook', 'Tweet on Twitter', and a Pinterest icon. At the bottom is a photograph of four men standing in front of a yellow and blue checkered backdrop. The backdrop features the 'CHENNAI SUPER KINGS' logo and 'TVS EUROGRIP' logos. The men are dressed in dark blue and white shirts. The text 'PRINCIPAL SPONSOR' is visible on the backdrop.

Portal: Naveenbharat.in

URL: <https://www.naveenbharat.in/ipl-2022-this-company-comes-on-board-as-new-principal-sponsor-for-chennai-super-kings/>


 **Naveen Bharat**

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Home / Sports / IPL 2022: THIS company comes on board as new principal sponsor for Chennai Super Kings



Sports

IPL 2022: THIS company comes on board as new principal sponsor for Chennai Super Kings

 Naveen Bharat · 7 days ago 4 1 minute read

Chennai Super Kings and TVS Eurogrip would launch a series of initiatives to engage the large fan base of CSK across the country. The partnership for the next three years (2022-2024) would also give TVS Eurogrip the visibility on the front of CSK's yellow jersey, a company statement said.


The value of the TVS Eurogrip-CSK partnership was upwards of over Rs 100 crore, sources in the know said. It is for the first time a major TVS Group company was signing up as a principal sponsor, the sources told PTI.

 **Chennai Super Kings - Mask P du Whistle P du!** 

@ChennaiIPL

Welcoming our partner with (p)ride! #WhistlePodu for a great journey together @TVSEurogrip! 🏆

#Yellove 🧡



Portal: The Chattisgarh

URL: <https://www.naveenbharat.in/ipl-2022-this-company-comes-on-board-as-new-principal-sponsor-for-chennai-super-kings/>

The Chhattisgarh

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IPL 2022: THIS firm comes on board as new principal sponsor for Chennai Tremendous Kings | Cricket Information

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Chennai: Two and three wheeler tyre producer TVS Eurogrip on Tuesday stated it has related to four-time IPL winner Chennai Tremendous Kings, owned by The India Cements Ltd, to be its principal sponsor for the following three years.

Chennai Tremendous Kings and TVS Eurogrip would launch a sequence of initiatives to have interaction the big fan base of CSK throughout the nation. The partnership for the

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India News | TVS Eurogrip is the Principal Sponsor for Chennai Super Kings

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Agency News PTI | Nov 23, 2021 06:26 PM IST A- A+

Chennai, Nov 23 (PTI): Two and three wheeler tyre manufacturer TVS Eurogrip on Tuesday said it has associated with four time IPL winner Chennai Super Kings, owned by The India Cements Ltd, to be its principal sponsor for the next three years.



Portal: BusinessJournal.in

URL: <https://www.naveenbharat.in/ipl-2022-this-company-comes-on-board-as-new-principal-sponsor-for-chennai-super-kings/>

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Home > Sports > CSK ropes in TVS Eurogrip as principal sponsor in over Rs 100 crore...

Sports

CSK ropes in TVS Eurogrip as
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By BUSINESS JOURNAL - November 23, 2021

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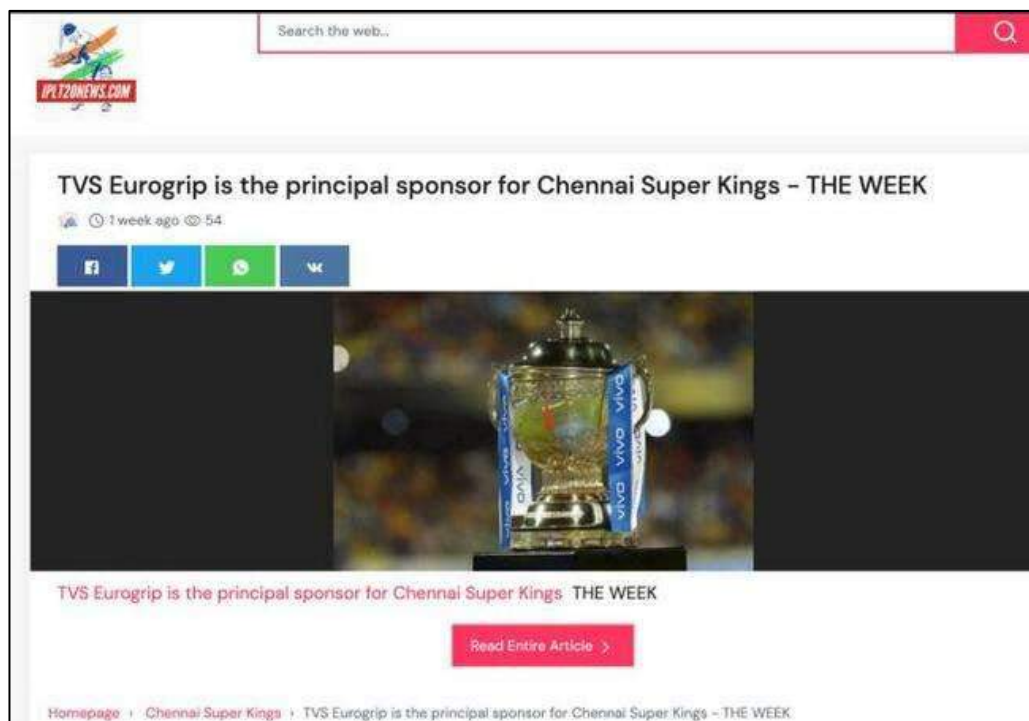
TVS Eurogrip, India's leading two and three-wheeler tyre brand, has joined hands with four-time IPL champions Chennai Super Kings as the principal sponsor for the next three years (2022-2024). According to sources, the deal for three years was signed for Rs 100 crore, one of the highest among IPL teams at present.

Chennai Super Kings and the TVS Group company will launch a slew of initiatives to engage the large fan base of CSK across the country. The partnership will give TVS Eurogrip visibility on the front of Chennai Super Kings' famed yellow jersey, a company statement said. CSK has the largest and most engaged fan base amongst all IPL teams.

P Madhavan, executive vice president-sales and marketing, TVS Srichakra, said, "TVS Eurogrip is delighted to associate with Chennai Super Kings. The jersey branding and sponsorship will increase awareness and recognition for our Eurogrip brand name and visual identity. We look forward to co-creating exciting experiences for trade and our customers with this association. We see great synergies between both the brands and are

<https://business-journal.in/category/thebest/> partnership will benefit both CSK and TVS Eurogrip."

URL: <https://www.naveenbharat.in/ipl-2022-this-company-comes-on-board-as-new-principal-sponsor-for-chennai-super-kings/>



Portal: InternationalNewsandViews.com

URL: <https://www.internationalnewsandviews.com/tvs-eurogrip-becomes-principal-sponsor-of-chennai-super-kings/>

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TVS Eurogrip becomes Principal Sponsor of Chennai Super Kings

Updated on 23 Nov, 2021 05:15 PM IST BY Editor Total Read - 85 Comments - 0

 **Signs partnership deal for three years starting season of IPL 2022**


INVC NEWS
Mumbai, TVS Eurogrip, India's leading two & three-wheeler tyre brand, has joined hands with four-time IPL champions Chennai Super Kings as the Principal Sponsor for the next three years (2022-2024). Chennai Super Kings and TVS Eurogrip will launch a series of initiatives to engage the large fan base of CSK across the country. The partnership will give TVS Eurogrip visibility on the front of Chennai Super Kings' famed yellow jersey. CSK has the largest and most engaged fan base amongst all IPL teams.

Speaking about the association, **Mr. P. Madhavan, EVP – Sales & Marketing, TVS Srichakra Limited** said, "TVS Eurogrip is delighted to associate with Chennai Super Kings. The jersey branding and sponsorship will increase awareness and

Portal: Sportzpower.in

URL: <https://sportzpower.com/node/13193>

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TVS Eurogrip treads 3-yr deal with CSK as principal sponsor

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Portal: Sports Mint Media

URL: <https://sportsmintmedia.com/tvs-eurogrip-tyres-signs-a-multi-year-partnership-with-csk-as-front-of-shirt-sponsor-reports/>

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TVS Eurogrip Tyres signs a multi-year partnership with CSK as front-of-shirt sponsor: Reports

The deal is reportedly expected to be in the range of Rs 90 crore for three years.

By **Jai Hemang Bhatt** September 11, 2021

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TVS Eurogrip Tyres signs a multi-year partnership with CSK as the front-of-shirt sponsor: Reports

TVS Eurogrip Tyres has reportedly signed a multi-year partnership with the Indian Premier League franchise **Chennai Super Kings** (CSK) as their front-of-shirt sponsor from IPL 2022 onwards, according to reports.

The deal is reportedly expected to be in the range of Rs 90 crore for three years.

The Chennai-based franchise has already been struggling to get a front-of-

Portal: Sansa Prime

URL: <https://sansaprimenews.tv/eurogrip-is-the-principal-sponsor-for-chennai-super-kings-deal-value-pegged-at-over-rs-100-crore-cricket-news-times-of-india/>



The screenshot shows a news article on the Sansa Prime website. The article is titled "TVS Eurogrip is the principal sponsor for Chennai Super Kings; deal value pegged at over Rs 100 crore | Cricket News – Times of India". It is dated November 23, 2021, and has 22 views and 0 comments. The article features a banner image with the TVS Eurogrip logo and the Chennai Super Kings logo. Below the banner, there is a paragraph of text: "Chennai Super Kings and TVS Eurogrip would launch a series of initiatives to engage the large fan base of CSK across the country. The partnership for the next three years (2022-2024) would also give TVS Eurogrip the visibility on the front of CSK's yellow jersey, a company statement said." Below the text, there is a tweet from Chennai Super Kings (@ChennaiIPL) welcoming TVS Eurogrip as their partner with the hashtag #WhistlePodu. The tweet also includes the hashtag #Yellove and a small image of the Chennai Super Kings logo.

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SPORTS

TVS Eurogrip is the principal sponsor for Chennai Super Kings; deal value pegged at over Rs 100 crore | Cricket News – Times of India

By SansaPrime.news · November 23, 2021 · 22 · 0

f t p w



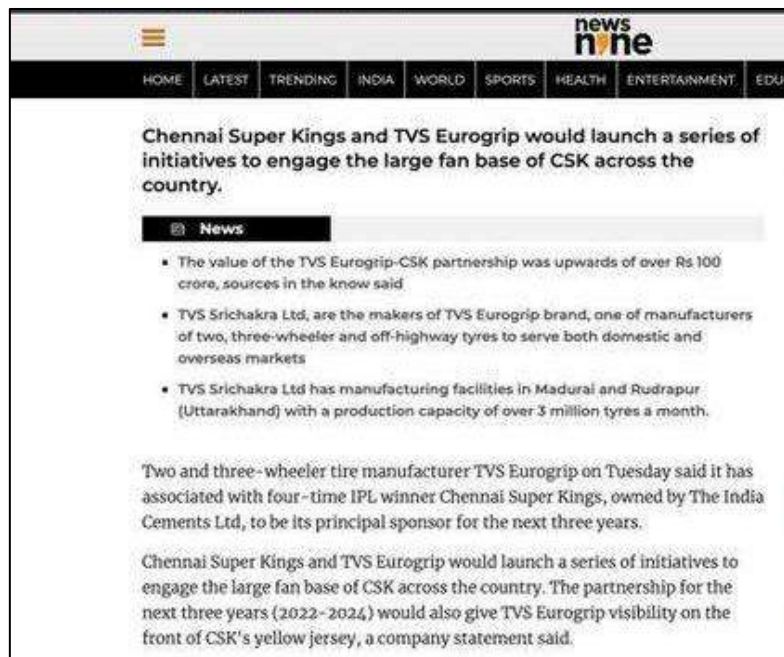
 Chennai Super Kings and TVS Eurogrip would launch a series of initiatives to engage the large fan base of CSK across the country. The partnership for the next three years (2022-2024) would also give TVS Eurogrip the visibility on the front of CSK's yellow jersey, a company statement said.

 **Chennai Super Kings - Mask P 🐼 du Whistle P** @ChennaiIPL

Welcoming our partner with (p)ride! #WhistlePodu for a great journey together @TVSEurogrip! 🎉

#Yellove ❤️





The screenshot shows a news article on the News9live website. The header includes the News9live logo and a navigation bar with links to HOME, LATEST, TRENDING, INDIA, WORLD, SPORTS, HEALTH, ENTERTAINMENT, and EDUCATION. The article title is "Chennai Super Kings and TVS Eurogrip would launch a series of initiatives to engage the large fan base of CSK across the country." Below the title is a sub-header "News" and a list of bullet points. The main text of the article discusses the partnership between TVS Eurogrip and Chennai Super Kings, mentioning the value of the deal and the initiatives to be launched.

Chennai Super Kings and TVS Eurogrip would launch a series of initiatives to engage the large fan base of CSK across the country.

News

- The value of the TVS Eurogrip-CSK partnership was upwards of over Rs 100 crore, sources in the know said
- TVS Srichakra Ltd, are the makers of TVS Eurogrip brand, one of manufacturers of two, three-wheeler and off-highway tyres to serve both domestic and overseas markets
- TVS Srichakra Ltd has manufacturing facilities in Madurai and Rudrapur (Uttarakhand) with a production capacity of over 3 million tyres a month.

Two and three-wheeler tire manufacturer TVS Eurogrip on Tuesday said it has associated with four-time IPL winner Chennai Super Kings, owned by The India Cements Ltd, to be its principal sponsor for the next three years.

Chennai Super Kings and TVS Eurogrip would launch a series of initiatives to engage the large fan base of CSK across the country. The partnership for the next three years (2022-2024) would also give TVS Eurogrip visibility on the front of CSK's yellow jersey, a company statement said.

Portal: The News Strike

URL: <https://thenewsstrike.com/tvs-eurogrip-becomes-principal-sponsor-of-chennai-super-kings/>

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TVS EUROGRIP BECOMES PRINCIPAL SPONSOR OF CHENNAI SUPER KINGS

Editor | November 23, 2021 | News Update, Sports | No Comments



TVS Eurogrip, India's leading two & three-wheeler tyre brand, has joined hands with four-time IPL champions Chennai Super Kings as the Principal Sponsor for the next three years (2022-2024). Chennai Super Kings and TVS Eurogrip will launch a series of initiatives to engage the large fan base of CSK across the country. The partnership will give TVS Eurogrip visibility on the front of Chennai Super Kings' famed yellow jersey. CSK has the largest and most engaged fan base amongst all IPL teams.

Speaking about the association, **Mr. P. Madhavan, EVP – Sales & Marketing, TVS Srichakra Limited** said, "TVS Eurogrip is delighted to associate with Chennai Super Kings. The jersey branding and sponsorship will increase awareness and recognition for our Eurogrip brand name and visual identity. We look forward to co-creating exciting experiences for trade and our customers with this association. We see great synergies between both the brands and are confident that this partnership will benefit both CSK and TVS Eurogrip."

On the development, **Mr. KS Viswanathan, CEO, Chennai Super Kings Cricket Limited** said: "We are delighted to have TVS Eurogrip as our Principal Sponsor and we welcome them to the Super Kings' family. It's going to be an exciting phase (the next three years) for us. We believe that this partnership will help us build on the long-lasting relationship with the fans and spread yellowe far and wide."

Portal: Biz Behind Sports

URL: <https://bizbehindsports.com/2021/11/23/tvs-eurogrip-becomes-principal-sponsor-of-chennai-super-kings/>

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TVS Eurogrip becomes Principal Sponsor of Chennai Super Kings

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TVS Eurogrip is the principal sponsor for Chennai Super Kings; deal value pegged at over Rs 100 cr

Eds Adds details Chennai, Nov 23 PTI Two and three wheeler tyre manufacturer TVS Eurogrip on Tuesday said it has associated with four-time IPL winner Chennai Super Kings, owned by The India Cements Ltd, to be its principal sponsor for the next three years.Chennai Super Kings and TVS Eurogrip would launch a series of initiatives to engage the large fan base of CSK across the country.







Portal: News Update

URL: <https://newsupdate.uk/tvs-eurogrip-is-the-principal-sponsor-for-chennai-super-kings-deal-value-pegged-at-over-rs-100-crore-cricket-news-times-of-india/>



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TVS Eurogrip Is The Principal Sponsor For Chennai Super Kings; Deal Value Pegged At Over Rs 100 Crore | Cricket News – Times Of India

By Adam D Anglo — On Nov 23, 2021





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CHENNAI: Two and three wheeler tyre manufacturer TVS Eurogrip on Tuesday said it has associated with four-time IPL winner Chennai Super Kings, owned by The India Cements Ltd, to be its principal sponsor for the next three years. Chennai Super Kings and TVS Eurogrip would launch a series of initiatives to engage the large fan base of CSK across the country. The partnership for the next three years (2022-2024) would also give TVS Eurogrip the visibility on the front of CSK's yellow jersey, a company statement said.

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Portal: MSN.com

URL: <https://www.msn.com/en-in/sports/topstories/tvs-eurogrip-becomes-principal-sponsor-of-chennai-super-kings/ar-AAR2uqA>



CHENNAI: Two and three-wheeler tyre brand TVS Eurogrip has joined hands with Chennai Super Kings as the IPL franchise's principal sponsor for the next three years (2022-2024).

Chennai Super Kings and TVS Eurogrip will launch a series of initiatives to engage the large fan base of CSK across the country. The partnership will give TVS Eurogrip visibility on the front of Chennai Super Kings' famed yellow jersey. CSK has the largest and most engaged fan base amongst all IPL teams.

P Madhavan, EVP - Sales & Marketing, TVS Srichakra Limited said, "We are delighted to associate with Chennai Super Kings. The jersey branding and sponsorship will increase awareness and recognition for our Eurogrip brand name and visual identity. We look forward to co-creating exciting experiences for trade and our customers with this association. We see great synergies between both the brands and are confident that this partnership will benefit both CSK and TVS Eurogrip."

Portal: City Air News

URL: <https://www.cityairnews.com/content/tvs-eurogrip-becomes-principal-sponsor-of-chennai-super-kings>

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Sports

TVS Eurogrip becomes Principal Sponsor of Chennai Super Kings

Signs partnership deal for three years starting season of IPL 2022



New Delhi, November 23, 2021: TVS Eurogrip, India's leading two & three-wheeler tyre brand, has joined hands with four-time IPL champions Chennai Super Kings as the Principal Sponsor for the next three years (2022-2024). Chennai Super Kings and TVS Eurogrip will launch a series of initiatives to engage the large fan base of CSK across the country. The partnership will give TVS Eurogrip visibility on the front of Chennai Super Kings' famed yellow jersey. CSK has the largest and most engaged fan base amongst all IPL teams.

Portal: World News Era

URL: <https://worldnewsera.com/news/finance/tvs-eurogrip-becomes-principal-sponsor-of-chennai-super-kings-for-three-years/>



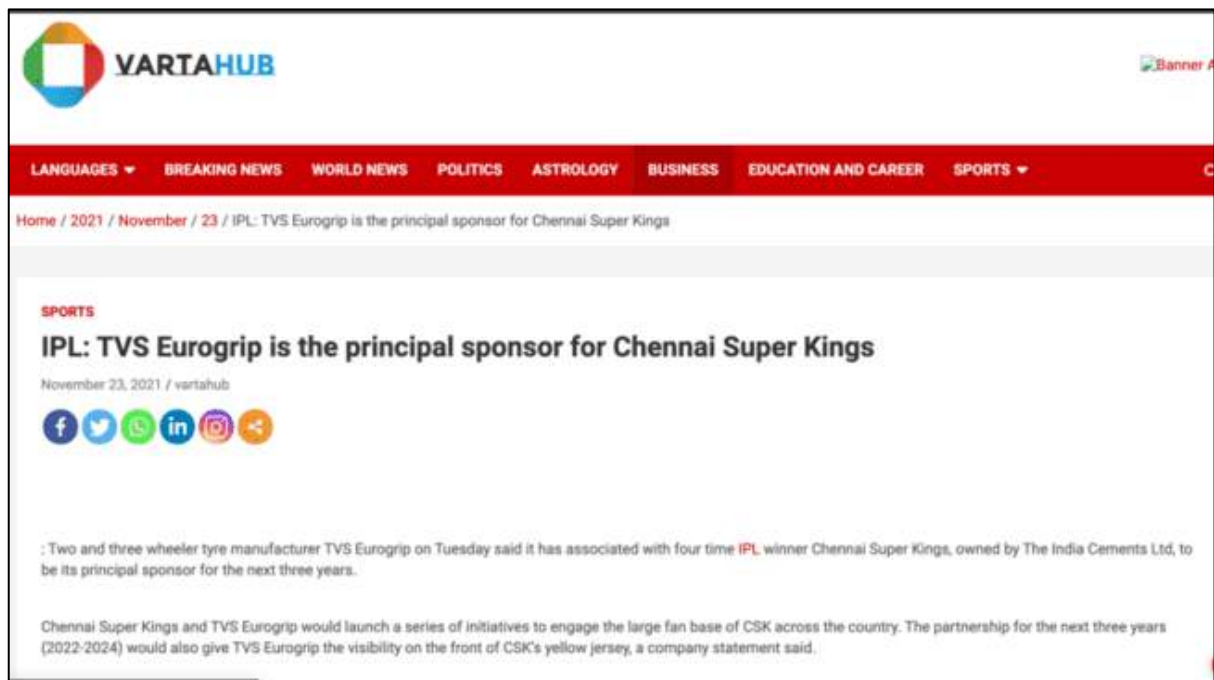
Portal: Ajmer Life

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TVS Eurogrip becomes Principal Sponsor of Chennai Super Kings

By Fact Maker



Signs partnership deal for three years starting season of IPL 2022

Hyderabad/Chennai:TVS Eurogrip, India's leading two & three-wheeler tyre brand, has joined hands with four-time IPL champions Chennai Super Kings as the Principal Sponsor for the next three years (2022-2024). Chennai Super Kings and TVS Eurogrip will launch a series of initiatives to engage the large fan base of CSK across the country. The partnership will give TVS Eurogrip visibility on the front of Chennai Super Kings' famed yellow jersey. CSK has the largest and most engaged fan base amongst all IPL teams.

Speaking about the association, **Mr. P. Madhavan, EVP – Sales & Marketing, TVS Srichakra Limited** said, "TVS Eurogrip is delighted to associate with Chennai Super Kings. The jersey branding and sponsorship will increase awareness and recognition for our Eurogrip brand name and visual identity. We look forward to co-creating exciting experiences for trade and our customers with this association. We see great synergies between both the brands and are confident that this partnership will benefit both CSK and TVS Eurogrip."

Portal: The Madras Tribune


URL: <https://madrastribune.com/2021/11/23/tvs-eurogrip-is-the-principal-sponsor-for-chennai-super-kings-deal-value-pegged-at-over-rs-100-crore-cricket-news/>

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CHENNAI ENTERTAINMENT FEATURED INDIA NEWS OPINION POLITICS SPORTS

TVS Eurogrip Is The Principal Sponsor For Chennai Super Kings; Deal Value Pegged At Over Rs 100 Crore | Cricket News

By The Madras Tribune — Updated Nov 23, 2021 — 10



CHENNAI: Two and three wheeler tyre manufacturer TVS Eurogrip on Tuesday said it has associated with four-time IPL winner Chennai Super Kings, owned by The India Cements Ltd, to be its principal sponsor for the next three years.


Chennai Super Kings and TVS Eurogrip would launch a series of initiatives to engage the large fan base of CSK across the country.

The partnership for the next three years (2022-2024) would also give TVS Eurogrip the visibility on the front of CSK's yellow jersey, a company statement said.

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Portal: BhartiyaNews24*7.com

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TVS Eurogrip is the principal sponsor for Chennai Super Kings; deal value pegged at over Rs 100 crore | Cricket News – Times of India

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TVS Eurogrip becomes Principal Sponsor of Chennai Super Kings

Posted on November 23, 2021 by Indore Mirror



Signs partnership deal for three years starting season of IPL 2022

Chennai, 23rd November 2021. TVS Eurogrip, India's leading two & three-wheeler tyre brand, has joined hands with four-time IPL champions Chennai Super Kings as the Principal Sponsor for the next three years (2022-2024). Chennai Super Kings and TVS Eurogrip will launch a series of initiatives to engage the large fan base of CSK across the country. The partnership will give TVS Eurogrip visibility on the front of Chennai Super Kings' famed yellow jersey. CSK has the largest and most engaged fan base amongst all IPL teams.

Speaking about the association, Mr. P. Madhavan, EVP – Sales & Marketing, TVS Srichakra Limited said, "TVS Eurogrip is delighted to associate with Chennai Super Kings. The jersey branding and sponsorship will increase awareness and recognition for our Eurogrip brand name and visual identity. We look forward to co-creating exciting experiences for trade and our customers with this association. We see great synergies between both the brands and are confident that this partnership will benefit both CSK and TVS Eurogrip."

Portal: ABP Live

URL: <https://news.abplive.com/auto/tvs-eurogrip-is-principal-sponsor-for-chennai-super-kings-ipl-2022-1496534>

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TVS Eurogrip Is Principal Sponsor For Chennai Super Kings, Signs Three-Year Deal

Chennai Super Kings and TVS Eurogrip will launch a series of initiatives to engage the large fan base of the franchise.

By: ABP Live Focus | Updated : 29 Nov 2021 08:23 PM (IST)

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URL: <https://www.naidunia.com/sports/cricket-tvs-becomes-the-main-sponsor-of-eurogrip-chennai-super-kings-7162903>




Portal: Adgully

URL: <https://www.adgully.com/tvs-eurogrip-becomes-principal-sponsor-of-chennai-super-kings-111327.html>



Portal: Time News

URL: <https://time.news/tvs-eurogrip-is-the-principal-sponsor-for-chennai-super-kings-deal-value-pegged-at-over-rs-100-cr-news18-tamil/>





Time.News

Sport

TVS Eurogrip is the Principal Sponsor for Chennai Super Kings; Deal Value Pegged at Over Rs 100 Cr – News18 Tamil

November 24, 2021





Learn more

Two-wheeler and three-wheeler tire maker TVS Eurogrip has been signed as the primary sponsor of the Chennai Super Kings IPL team. The contract amount has crossed Rs 100 crore.

India Cements is the owner of the CSK team led by IPL team Dhoni. TVS EuroGrip has been contracted for 3 years as the sponsor of the CSK team. The company name will be engraved on the jersey of TVS EuroGrip. This is the first time a TVS team has sponsored an IPL team.

TVS Sreesakra Limited has branches in Rudrapur, Madurai, Uttarakhand. It has a production capacity of 30 lakh tires per month.

The current brand value of the Chennai Super Kings team is \$ 900 million. Shyam Sehgar, founder of Idat Financial Consulting, once told the English media, "India Cements makes a lot of money for its shareholders. CSK's business acumen is high. CSK can be called the Manchester United of cricket."

Portal: Bharat Times

URL: <https://eng.bharattimes.co.in/tvs-eurogrip-is-the-major-sponsor-of-chennai-super-kings-deal-value-pegged-at-over-rs-100-crore/>

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Video Sports

TVS Eurogrip is the major sponsor of Chennai Super Kings; Deal value pegged at over Rs 100 crore

By news · November 23, 2021 10 0

CHENNAI: Two-wheeler and three-wheeler tire maker TVS Eurogrip on Tuesday said it is associated with four bars IPL Winner Chennai Super Kings, The . owned by India Cements Limited will be its major sponsor for the next three years. Chennai Super Kings and TVS Eurogrip will launch several initiatives to engage CSK's huge fan base across the country. For the next three years (2022-2024), the partnership will also give TVS Eurogrip front visibility of CSK's yellow jersey, a company statement said.

The TVS Eurogrip-CSK partnership was valued at over Rs 100 crore, sources said. Sources told PTI that this is the first time that a major TVS group company is signing up as the main sponsor. "TVS Eurogrip is delighted to associate with Chennai Super Kings. P Madhavan, Executive-Vice President (Sales & Marketing), TVS Srichakra Ltd. said, "Jersey branding and sponsorship will increase awareness and recognition for our Eurogrip brand name and visual identity.

"We look forward to co-creating exciting experiences for business and our customers with this association. We see great synergy between the brands and are confident that this partnership will benefit both CSK and TVS Eurogrip", he added. said. TVS Srichakra Limited, the makers of the TVS Eurogrip brand, is one of the leading manufacturers of two wheelers, three wheelers and off-highway. TVS Srichakra Limited is one of the flagship companies of TVS Group, serving both the domestic and overseas markets.

Portal: AI News

URL: <https://indoremirror.in/tvs-eurogrip-becomes-principal-sponsor-of-chennai-super-kings/>



Portal: QuickTelecast.com

URL: <https://quicktelecast.com/csk-ropes-in-tvs-eurogrip-as-principal-sponsor-in-over-rs-100-crore-deal/>



Portal: Nirmal News

URL: <https://nirmalnews.com/ipl-2022-this-firm-comes-on-board-as-new-principal-sponsor-for-chennai-super-kings/>


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IPL 2022: THIS firm comes on board as new principal sponsor for Chennai Super Kings

 NIRMAL NEWS - 1 week ago

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Chennai Super Kings and TVS Eurogrip would launch a collection of initiatives to have interaction the big fan base of CSK throughout the nation. The partnership for the following three years (2022-2024) would additionally give TVS Eurogrip the visibility on the entrance of CSK's yellow jersey, an organization assertion mentioned.

The worth of the TVS Eurogrip-CSK partnership was upwards of over Rs 100 crore, sources within the know mentioned. It is for the primary time a serious TVS Group firm was signing up as a principal sponsor, the sources advised PTL.

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TVS Eurogrip is the Principal Sponsor for Chennai Super Kings; Deal Value Pegged at Over Rs 100 Cr

November 24, 2021 admin 0 Comments

Chennai Super Kings and TVS Eurogrip would launch a series of initiatives to engage the large fan base of CSK across the country.

- PTI
- Last Updated: November 23, 2021, 23:00 IST
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An image Tweeted from Indian Premier League handle congratulating MS Dhoni on his 200th T20 game for CSK. (Image: Twitter/@IPL)

Chennai: Two and three wheeler tyre manufacturer TVS Eurogrip on Tuesday said it has associated with four-time IPL winner Chennai Super Kings, owned by The India Cements Ltd, to be its principal sponsor for the next three years. Chennai Super Kings and TVS Eurogrip would launch a series of initiatives to engage the large fan base of CSK across the country. The partnership for the next three years (2022-2024) would also give TVS Eurogrip the visibility on the front of CSK's yellow jersey, a company statement said.

Portal: News Aid

URL: <https://newsaid.in/tvs-becomes-the-main-sponsor-of-eurogrip-chennai-super-kings/>





Portal: Thrustzone.com


URL: <https://www.thrustzone.com/tvs-eurogrip-sponsors-chennai-super-kings-for-3-years/>

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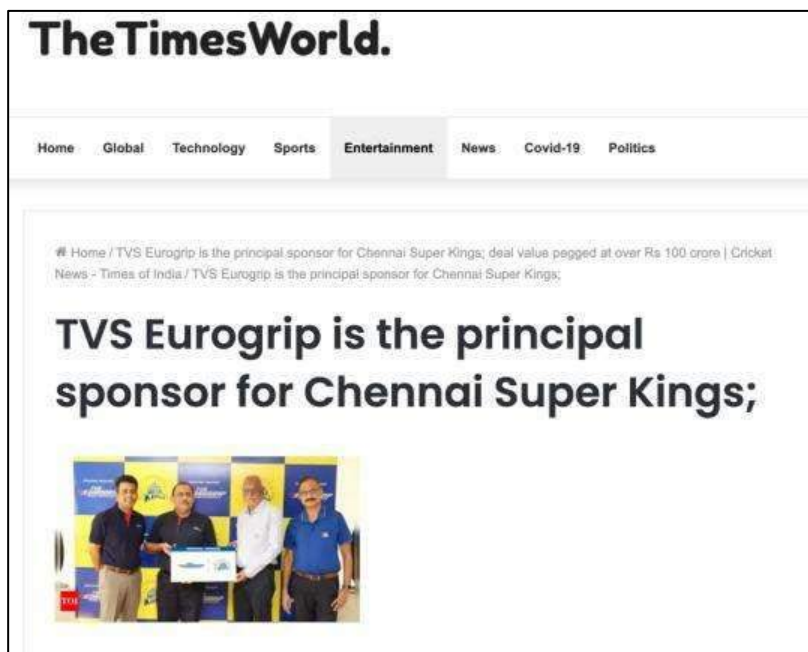


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TVS Eurogrip, India's leading two & three-wheeler tyre brand, has joined hands with four-time IPL champions Chennai Super Kings as the Principal Sponsor for the next three years (2022-2024). Chennai Super Kings and TVS Eurogrip will launch a series of initiatives to engage the large fan base of CSK across the country. The partnership will give TVS Eurogrip visibility on the front of Chennai Super Kings' famed yellow jersey. CSK has the largest and most engaged fan

Portal: The Times World

URL: <https://thetimesworld.com/tvs-eurogrip-is-the-principal-sponsor-for-chennai-super-kings-deal-value-pegged-at-over-rs-100-crore-cricket-news-times-of-india/tvs-eurogrip-is-the-principal-sponsor-for-chennai-super-kings/>



Portal: Samachar News

URL: <https://samachar-news.com/tvs-eurogrip-is-the-principal-sponsor-for-chennai-super-kings-deal-value-pegged-at-over-rs-100-cr/150955/>



Portal: BusinessFortnight.com

URL: <https://businessfortnight.com/tvs-eurogrip-indias-leading-two-three-wheeler-tyre-brand-has-joined-hands-with-four-time-ipl-champions-chennai-super-kings-as-the-principal-sponsor-for-the-next-three-years-2022-2024/>



The screenshot shows a news article on the BusinessFortnight.com website. The article is titled "TVS Eurogrip becomes Principal Sponsor of Chennai Super Kings" and is dated November 26, 2021. It features a "Like" button and a "Share" button with various social media icons. Below the article title, there is a small image of four men in Chennai Super Kings jerseys. The article text states that TVS Eurogrip, India's leading two & three-wheeler tyre brand, has joined hands with four-time IPL champions Chennai Super Kings as the Principal Sponsor for the next three years (2022-2024). The partnership will give TVS Eurogrip visibility on the front of Chennai Super Kings' famed yellow jersey. CSK has the largest and most engaged fan base amongst all IPL teams. A quote from Mr. P. Madhavan, EVP - Sales & Marketing, TVS Srichakra Limited, is also included, stating that TVS Eurogrip is delighted to associate with Chennai Super Kings and that the jersey branding and sponsorship will increase awareness and recognition for their brand.

TVS Eurogrip, India's leading two & three-wheeler tyre brand, has joined hands with four-time IPL champions Chennai Super Kings as the Principal Sponsor for the next three years (2022-2024). Chennai Super Kings and TVS Eurogrip will launch a series of initiatives to engage the large fan base of CSK across the country. The partnership will give TVS Eurogrip visibility on the front of Chennai Super Kings' famed yellow jersey. CSK has the largest and most engaged fan base amongst all IPL teams.

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Portal: Nyoooz.com

URL: <https://www.nyoooz.com/news/chennai/1629635/tvs-eurogrip-is-the-principal-sponsor-for-chennai-super-kings/>



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TVS Eurogrip is the principal sponsor for Chennai Super Kings

1 Tuesday 1:32pm November, 2021

Chennai, Nov 23 (PTI): Two and three wheeler tyre manufacturer TVS Eurogrip on Tuesday said it has associated with four time IPL winner Chennai Super Kings, owned by The India Cements Ltd, to be its principal sponsor for the next three years. Chennai Super Kings and TVS Eurogrip would launch a series of initiatives to engage the large fan base of CSK across the country. The partnership for the next three years (2022-2024) would also give TVS Eurogrip the visibility on the front of CSK's yellow jersey, a company statement said. "TVS Eurogrip is delighted to associate with Chennai Super Kings. The jersey branding and sponsorship will increase awareness and recognition for our Eurogrip brand name and visual identity", TVS Srichakra Ltd, executive vice president (sales and marketing) P Madhavan said. "We look forward to co-creating exciting experiences for trade and our customers with this association. We see great synergies between the brands and are confident that this partnership will benefit both CSK and TVS Eurogrip", he added. On the association with TVS Eurogrip, Chennai Super Kings

Portal: News Monks

URL: <https://newsmonks.com/news/business/automobile/tvs-eurogrip-becomes-principal-sponsor-of-chennai-super-kings/>



The screenshot shows the News Monks website interface. At the top, there are social media icons (Facebook, Twitter, YouTube, Instagram) and the News Monks logo. Below the logo is a navigation bar with links for NATIONAL, WORLD, BUSINESS, ENTERTAINMENT, and POLITICS. The main content area features a section titled "Gourmet Garden" with four images of food items: a bowl of lentils, a bowl of white rice, a bowl of nuts, and a bowl of dried fruits. Below this section is an advertisement for TVS Eurogrip. The advertisement has a headline "TVS Eurogrip becomes Principal Sponsor of Chennai Super Kings" and a sub-headline "TVS Eurogrip, India's leading two & three-wheeler tyre brand, has joined hands with four-time IPL champions Chennai Super Kings as the Principal Sponsor for the next three years (2022-2024). Chennai Super Kings and TVS Eurogrip will launch a series of initiatives to engage the large fan base of CSK across the country. The partnership will give TVS Eurogrip visibility on the front of Chennai Super Kings' famed yellow jersey. CSK has the largest and most engaged fan base amongst all IPL teams."

TVS Eurogrip becomes Principal Sponsor of Chennai Super Kings

TVS Eurogrip, India's leading two & three-wheeler tyre brand, has joined hands with four-time IPL champions Chennai Super Kings as the Principal Sponsor for the next three years (2022-2024). Chennai Super Kings and TVS Eurogrip will launch a series of initiatives to engage the large fan base of CSK across the country. The partnership will give TVS Eurogrip visibility on the front of Chennai Super Kings' famed yellow jersey. CSK has the largest and most engaged fan base amongst all IPL teams.

Portal: AP7am

URL: <https://www.ap7am.com/pn-6212/tvs-eurogrip-becomes-principal-sponsor-of-chennai-super-kings>



Thank you