



MEDIA COVERAGE DOCKET


TVS Eurogrip Brand Campaign



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The Science of Image Management

PRINT COVERAGE

Date	Publication	Headline	Edition
03-06-2021	The Hindu	CMPRF GETS MORE DONATIONS	Chennnai



CMPRF gets more donations

SPECIAL CORRESPONDENT
CHENNAI

Several philanthropists met Chief Minister M.K. Stalin at the Secretariat on Wednesday and made donations towards the Chief Minister's Public Relief Fund (CMPRF). Lucas TVS Limited contributed ₹3 crore, with the cheque presented by its joint managing director Arvind Balaji.

The group of TVS Sri-chakra, TVS Supply Chain Solutions and TVS mobile together donated ₹2 crore. The cheque was presented by its managing director R. Dinesh. The group has also spent ₹6 crore on COVID-19 relief work.

Officials and students of the Tamil Nadu Agricultural University, Coimbatore, donated ₹2 crore, and the cheque was presented by its Vice-Chancellor N. Kumar.

An amount of ₹1.5 crore was given by Jesus Redeems Ministries founder Mohan C. Lazarus to Mr. Stalin.

The Chennai Radha Engineering Works and Interface India IT contributed ₹1 crore through chairman and managing director S. Venkatesan. The Apparels and Handloom Exporters' Association also donated ₹1 crore through president Ajay Agarwal. Members of the Tamil Nadu Poultry Farmers' Association, represented by its president K. Singaraj, presented a cheque for ₹1 crore.

Sri Pathy Associates chipped in with ₹1 crore. Workers of Aavin, who agreed to donate a day's salary to the CMPRF, collected ₹55 lakh. The Tamil Nadu Pawn Brokers' and Jewellers' Association gave an ₹51 lakh.

G.R. Balasubramaniam of GRB Dairy Foods handed over a cheque for ₹25 lakh. The Rane Group donated medical equipment worth ₹1.8 crore.

A CH-CHE

Date	Publication	Headline	Edition
03-06-2021	The Times of India	TVS Srichakra, TVS SCS, TVS Mobility give 6cr towards covid relief	Chennai

TVS Srichakra, TVS SCS, TVS Mobility give ₹6 cr towards Covid relief

Chennai: TVS Srichakra, TVS Supply Chain Solutions and TVS Mobility, together have made a total contribution of around ₹6 crore to the government of Tamil Nadu towards the fight against the Covid-19 situation in the state, which includes 400 Oxygen Concentrators — to be used for requirements in Southern Districts — and two Oxygen Plants, one to be set up at the Rajaji Government Hospital in Madurai and the other at Government Medical College, Tirunelveli. R Dinesh, MD, TVS Supply Chain Solutions met the CM and handed over a sum of ₹2 crore to The Chief Minister's Public Relief Fund.

TNN

Date	Publication	Headline	Edition
09-05-2021	The New Indian Express	TVS Srichakra TVS supply chain solution and TVS mobility	Chennai

India Private Limited

3 **TVS Srichakra, TVS Supply Chain Solutions and TVS Mobility** on

Wednesday said they have jointly made a contribution of ₹6 crore to Tamil Nadu government to support their fight against covid-19. The three companies will provide 400 oxygen concentrators, two oxygen-producing facilities at the Rajaji Government Hospital, Madurai, and at the Government Medical College, Tirunelveli, said the company. TVS Supply Chain Solutions MD R Dinesh met the Chief Minister M K Stalin and handed over a sum of ₹2 crore to the Chief Minister's Public Relief Fund

Date	Publication	Headline	Edition
09-05-2021	The Financial Express	Three TVS group cos donate 6 CR	Chennai

Three TVS group Cos donate ₹6 cr

TVS SRICHAKRA, TVS Supply Chain Solutions and TVS Mobility, have together made a contribution of ₹6 crore to Tamil Nadu government in an effort to support the initiatives to fight against the Covid-19 pandemic in the state. This would include 400 oxygen concentrators to be used for requirements in southern districts and setting up two oxygen plants.

—FE BUREAU

Date	Publication	Headline	Edition
09-05-2021	The Pioneer	TVS Srichakra SCS Contribute RS 6 cr To TN	Hydrabad

TVS Srichakra, SCS contribute Rs 6 cr to TN

PNS ■ CHENNAI

TVS Srichakra, TVS Supply Chain Solutions and TVS Mobility on Wednesday said they have jointly contributed about Rs six crore worth of medical equipment and facilities to produce oxygen to fight against COVID-19.

In a statement, the three companies said they would provide 400 oxygen concentrators, two oxygen-producing facilities at the Rajaji Government Hospital, Madurai, and at the Government Medical College, Tirunelveli. TVS SCS MD R Dinesh, who called on Chief Minister M K Stalin, handed over Rs 2 crore to the Chief Minister's Public Relief Fund.

Some of the initiatives taken by the companies include-- setting up of a control room and help desk to be in constant touch with the company employees to assist them if they have contracted the contagion.

Date	Publication	Headline	Edition
09-05-2021	Dinamalar	TVS Srichakara TVS supply chain solution and TVS mobility	Chennai

கொரோனா நிவாரணம்: டி.வி.எஸ்., ரூ.6 கோடி

சென்னை, ஜூன் 4- தமிழகத்தில் கொரோனா பரவலை கட்டுப்படுத்த, 'டி.வி.எஸ்., ஸ்ரீசக்ரா' மற்றும் டி.வி.எஸ்., சப்ளை செயின்' நிறுவனங்கள் இணைந்து, 6 கோடி ரூபாய் ஒதுக்கி உள்ளன; இதில், 2 கோடி ரூபாய், முதல்வர் நிவாரண நிதிக்கு வழங்கப் பட்டுள்ளது.

தமிழகத்தில் கொரோனா பரவலை கட்டுப்படுத்த, மாநில அரசு பல்வேறு நடவடிக்கைகளை எடுத்து வருகிறது. இந்த நிலையில், தமிழக அரசு மேற்கொள்ளும் நடவடிக்கைகளுக்கு உதவும் வகையில், டி.வி.எஸ்., சக்ரா, டி.வி.எஸ்., சப்ளை செயின் மற்றும் டி.வி.எஸ்., மொபிலிட்டி நிறுவனங்கள் இணைந்து, 6 கோடி ரூபாய் நிதி ஒதுக்கி உள்ளன.

இதில், தென் மாவட்டங்களில் உள்ள அரசு மருத்துவமனைகளுக்கு, 400 ஆக்சிஜன் செறிவூட்டிகளும், மதுரை, ராஜாஜி அரசு மருத்துவமனை மற்றும் திருநெல்வேலி அரசு மருத்துவமனையில், ஒரு ஆக்சிஜன் அலகும் நிறுவப்பட உள்ளன.

இது தவிர, முதல்வர் நிவாரண நிதிக்கு, டி.வி.எஸ்., சப்ளை செயின் நிறுவன நிர்வாக இயக்குனர் திணைவு, 2 கோடி ரூபாய் நிதி வழங்கினார் என, அந்த நிறுவனம் தெரிவித்துள்ளது.

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Jun 3, 2021	The Hindu	CMPRF gets more donations	Chennai

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Date	Publication	Headline	Edition
Jun 3, 2021	The New Indian Express	MORE CONTRIBUTION TO CM'S CORONA RELIEF FUND	Chennai

MORE CONTRIBUTIONS TO CM'S CORONA RELIEF FUND

Chennai : On Wednesday, the Chief Minister's relief fund for Corona prevention works received the following contribution



Arvind Balaji, Joint Managing Director of Lucas TVS Ltd met Chief Minister of Tamil Nadu M.K Stalin and donated ₹ 3 crores towards TN Chief Minister's Public Relief Fund. Priyamvada Balaji, Executive Director, Lucas TVS and S Ramadoss, Group CHRO were also present. Besides taking steps to vaccinate its employees above 45 the Company is also organising vaccination camps in its Uttarakhand plant to vaccinate employees and public

DONATIONS ABOVE ₹1 CRORE

Lucas - TVS Lucas	Jesus Redeems Ministries
₹3 crore	₹1.50 cr
₹2 crore	
Tamil Nadu Agricultural University employees and students	

DONATIONS ABOVE ₹50 LAKH

Aavin Employees' one day salary	SriPathy Association Private Limited
₹55.68 lakh	₹51 lakh
₹51 lakh	
Tamil Nadu Pawn Brokers and Jewellers Association	

DONATIONS ABOVE ₹25 LAKH

₹31.60 lakh	₹31 lakh	₹27 lakh
Udhayanidhi Stalin, DMK MLA - donations from various sources	Shri Gujarati Mandal	Madras Export Processing Zone MEPZ

TN Veterinary Assistant Surgeons Association donated ₹26 lakhs, Nilgiri Bought Leaf Tea Manufacturers Association donated ₹25.10 lakhs



On behalf of Madurai Meenakshi Mission Hospital & Research Centre chief Dr Gurushankar, administrator Dr P Kannan met CM MK Stalin at Secretariat and donated ₹25 lakh and oxygen concentrators worth ₹1.5 crore



Dr Isari K Ganesh, chief of Vels group of institutions and Chancellor, VISTAS handed over a cheque for ₹1 crore and 1 lakh towards Covid control efforts, to CM MK Stalin, at the Secretariat

1 Donation of ₹1 crore: **Tamil Nadu Poultry Farmers Association**, Apparels and Handloom Exporters Association and Chennai Radha Engineering Works and Interface India IT

2 Donation of ₹25 lakh: **SR Foundation**, GRB Dairy Foods Private Limited, Intimate Fashions Private Limited, Linea Fashions India Private Limited, and Sakthi Ferro Alloys India Private Limited

3 **TVS Srichakra, TVS Supply Chain Solutions and TVS Mobility** on Wednesday said they have jointly made a contribution of ₹6 crore to Tamil Nadu government to support their fight against covid-19. The three companies will provide 400 oxygen concentrators, two oxygen-producing facilities at the Rajaji Government Hospital, Madurai, and at the Government Medical College, Tirunelveli, said the company. TVS Supply Chain Solutions MD R Dinesh met the Chief Minister M K Stalin and handed over a sum of ₹2 crore to the Chief Minister's Public Relief Fund

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Jun 3, 2021	The Times of India	TVS Srichakra,TVS scs,TVS mobility give Rs 6cr towards Covid relief	Chennai

TVS Srichakra, TVS SCS, TVS Mobility give ₹6 cr towards Covid relief

Chennai: TVS Srichakra, TVS Supply Chain Solutions and TVS Mobility, together have made a total contribution of around ₹6 crore to the government of Tamil Nadu towards the fight against the Covid-19 situation in the state, which includes 400 Oxygen Concentrators — to be used for requirements in Southern Districts — and two Oxygen Plants, one to be set up at the Rajaji Government Hospital in Madurai and the other at Government Medical College, Tirunelveli. R Dinesh, MD, TVS Supply Chain Solutions met the CM and handed over a sum of ₹2 crore to The Chief Minister's Public Relief Fund.

TNN

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Jun 3, 2021	The Pioneer	TVS Srichakra, SCS contribute Rs 6 cr to TN	Hyderabad Chennai

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PNS ■ CHENNAI

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In a statement, the three companies said they would provide 400 oxygen concentrators, two oxygen-producing facilities at the Rajaji Government Hospital, Madurai, and at the Government Medical College, Tirunelveli. TVS SCS MD R Dinesh, who called on Chief Minister M K Stalin, handed over Rs 2 crore to the Chief Minister's Public Relief Fund.

Some of the initiatives taken by the companies include-- setting up of a control room and help desk to be in constant touch with the company employees to assist them if they have contracted the contagion.

Date	Publication	Headline	Edition
Jun 4, 2021	Dina Malar	TVS 6cr cm relief fund	Chennai

கொரோனா நிவாரணம்: டி.வி.எஸ்., ரூ.6 கோடி

சென்னை, ஜூன் 4- தமிழகத்தில், கொரோனா பரவலை கட்டுப்படுத்த, 'டி.வி.எஸ்., ஸ்ரீசுக்ரா மற்றும் டி.வி.எஸ்., சப்ளை செயின்' நிறுவனங்கள் இணைந்து, 6 கோடி ரூபாய் ஒதுக்கி உள்ளன; இதில், 2 கோடி ரூபாய், முதல்வர் நிவாரண நிதிக்கு வழங்கப் பட்டுள்ளது.

தமிழகத்தில் கொரோனா பரவலை கட்டுப்படுத்த, மாநில அரசு பல்வேறு நடவடிக்கைகளை எடுத்து வருகிறது. இந்த நிலையில், தமிழக அரசு மேற்கொள்ளும் நடவடிக்கைகளுக்கு உதவும் வகையில், டி.வி.எஸ்., சக்ரா, டி.வி.எஸ்., சப்ளை செயின் மற்றும்

டி.வி.எஸ்., மொபிலிட்டி நிறுவனங்கள் இணைந்து, 6 கோடி ரூபாய் நிதி ஒதுக்கி உள்ளன.

இதில், தென் மாவட்டங்களில் உள்ள அரசு மருத்துவமனைகளுக்கு, 400 ஆக்சிஜன் செறிவூட்டிகளும், மதுரை, ராஜாஜி அரசு மருத்துவமனை மற்றும் திருநெல்வேலி

அரசு மருத்துவமனையில், ஒரு ஆக்சிஜன் அலகும் நிறுவப்பட உள்ளன.

இது தவிர, முதல்வர் நிவாரண நிதிக்கு, டி.வி.எஸ்., சப்ளை செயின் நிறுவன நிர்வாக இயக்குனர் திணைவு, 2 கோடி ரூபாய் நிதி வழங்கினார் என, அந்த நிறுவனம் தெரிவித்துள்ளது.

Date	Publication	Headline	Edition
Jun 3, 2021	Trinity Mirror	TVS Srichakra TVS SCS contribute Rs .6 cr to TN	Chennai

TVS Srichakra, TVS SCS contribute Rs. 6 cr to TN

Chennai, June 3: TVS Srichakra, TVS Supply Chain Solutions and TVS Mobility on Wednesday said they have jointly contributed about Rs six crore worth of medical equipment and facilities to produce oxygen to fight against COVID-19.

In a statement, the three companies said they would provide 400 oxygen concentrators, two oxygen-producing facilities at the Rajaji Government Hospital, Madurai, and at the Government Medical College, Tirunelveli.

TVS Supply Chain Solutions MD R Dinesh, who called on Chief Minister M K Stalin, handed over Rs 2 crore to the Chief Minister's Public Relief Fund.

The three firms were currently working to support the key stakeholders - employees and society - in the wake of the pandemic.

Some of the initiatives taken by the companies include -- setting up of a control room and help desk to be in constant touch with the company employees to assist

them if they have contracted the contagion.

"In the event of a death of an employee due to COVID- 19, the organisation has decided to extend a job offer on compassionate grounds to one eligible dependent family member," the statement said.

The companies were working with the hospitals and the Health Department to vaccinate over 12,000 of the employees and direct associates across Tamil Nadu, the statement added.

Date	Publication	Headline	Edition
Jun 4, 2021	Malai Yugam	TVS Srichakra, contribute Rs 6 cr for Covid relief	Chennai

தமிழக கோவிட் நிவாரண பணிகளுக்கு டிவிஎஸ் டயர்ஸ்- டிவிஎஸ் சப்ளை செயின் இணைந்து ரூ.6 கோடி உதவி

சென்னை, ஜூன் 3
டி.வி.எஸ் ஸ்ரீசக்ரா,
டி.வி.எஸ் சப்ளை செயின்
சொல்யூஷன்ஸ் மற்றும்
டி.வி.எஸ் மொபிலிட்டி
ஆகியவை இணைந்து
மாநிலத்தின் கோவிட் 19
நிலைமைக்கு எதிராக
போராடும் அரசாங்கத்தின்
முன்முயற்சிகளை ஆதரிக்கும்
வகையில் தமிழ்நாட்டு
அரசாங்கத்திற்கு தனது
பங்களிப்பை வழங்கியுள்ளது.
நிறுவனங்கள் சேர்ந்து 400
ஆக்ஸிஜன் செறிவூட்டிகள்,
மதுரை ராஜாஜி அரசு
மருத்துவமனை மற்றும்
திருநெல்வேலி அரசு
மருத்துவக் கல்லூரியில்
இரண்டு ஆக்ஸிஜன்
அலைகளை அமைக்க
மொத்தமாக சுமார் 6 கோடி
நிதி வழங்கியுள்ளது.
ஆக்ஸிஜன் செறிவூட்டிகள்
தென் மாவட்டங்களின்
தேவைகளுக்குப்
பயன்படுத்தப்பட உள்ளது.



மேலும் முன்னதாக,
டி.வி.எஸ் சப்ளை
செயின் சொல்யூஷன்ஸ்
நிர்வாக இயக்குனர்திரு.
ஆர்.தினேஷ், தமிழக
முதல்வரை சந்தித்து ரூ.
2 கோடியை முதல்வரின்
பொது நிவாரண நிதிக்கு
வழங்கியுள்ளார். தற்போது
மேலும் ரூ. 4 கோடி மதிப்புள்ள
உதவிகளை டிவிஎஸ் குழு
நிறுவனங்கள் செய்துள்ளன.
மேற்கண்ட பங்களிப்பைத்
தவிர, மூன்று நிறுவனங்களும்

தங்களது முக்கிய
பங்குதாரர்கள் - ஊழியர்கள்
மற்றும் சமூகத்திற்கு
ஆதரவளிக்க தீவிரமாக
செயல்படுகின்றன:
பிற முயற்சிகள்:
*கோவிட் 19 கட்டுப்பாட்டு
அறை மற்றும் ஹெல்ப்
டெஸ்க் ஆகியவற்றை
அமைத்துள்ளது. இது
பாதிக்கப்பட்ட ஊழியர்களுடன்
(ஊழியர்கள் அல்லது
அவர்களது குடும்பத்தினர்)
தொடர்ந்து தொடர்பில்

இருக்கும், மருந்து அல்லது
மருத்துவமனையில்
சேர்க்கப்படுவது உள்ளிட்ட
அனைத்து உதவிகளையும்
ஹெல்ப் டெஸ்க் வழங்குகிறது.
*தமிழ்நாடு முழுவதும்
12,000 பேருக்கு (ஊழியர்கள்
மற்றும் நேரடி கூட்டாளிகள்)
தடுப்பூசி போட
மருத்துவமனைகள் மற்றும்
சுகாதார அதிகாரிகளுடன்
இணைந்து பணியாற்றி
வருகிறது.

Date	Publication	Headline	Edition
Jun 4, 2021	Virtual Times	TVS Srichakra, TVS Supply Chain Solutions and TVS Mobility combine to contribute Rs6.cr worth of support to Tamil Nadu Govt	Chennai

TVS Srichakra, TVS Supply Chain Solutions and TVS Mobility combine to contribute Rs.6 Cr. worth of support to Tamilnadu Government

Chennai, June 3: TVS Srichakra, TVS Supply Chain Solutions and TVS Mobility, together have made a holistic contribution to the Government of Tamilnadu in an effort to support the Government's initiatives to fight against the COVID-19 situation in the State. The companies have together made a total contribution of around Rs. 6 Cr., in the form of 400 Oxygen Concentrators – to be used for requirements in Southern Districts - and will set-up two Oxygen Plants, one at the Rajaji Government Hospital Trauma Care Madurai and the other at Government Medical College, Tirunelveli. Earlier, Mr. R. Dinesh, Managing Director, TVS Supply Chain Solutions met

the Chief Minister of Tamilnadu and handed over a sum of Rs. 2 Crore to The Chief Minister's Public Relief Fund.

Besides the above contribution, the three organisations are actively working to support their key stakeholders - employees and the society:

Other initiatives: Sets up COVID-19 control room and help desk which will be in constant touch with employees who may have been affected (employees or their family). The help desk provides all assistance, including any need for medication or hospitalization.

In the unfortunate event of a death of an employee due to COVID-19, the organization has decided to



extend a job offer on compassionate grounds to one eligible dependent family member.

Working with hospitals and health authorities to vaccinate over 12,000 people

(employees and direct associates) across Tamilnadu

Medical insurance along with exclusive COVID-19 cover. Conducts free wellness training programs through professionals, coun-

selling services, Doctor-on-call facilities, etc.

Continuous engagement with local community to assess and provide possible support/ assistance where required.

Date	Publication	Headline	Edition
Jun 4, 2021	Dina Thodar	TVS Srichakra, TVSSCS, TVS Mobility contribute Rs 6 cr for Covid relief	Chennai

தமிழக கோவிட் நிவாரண பணிகளுக்கு டிவிஎஸ் டயர்ஸ் மற்றும் டிவிஎஸ் சப்ளை செயின் சொல்யூஷன்ஸ் இணைந்து ரூ. 6 கோடி உதவி

சென்னை: டி.வி.எஸ் ஸ்ரீசக்ரா, டி.வி.எஸ் சப்ளை செயின் சொல்யூஷன்ஸ் மற்றும் டி.வி.எஸ் மொபிலிட்டி ஆகியவை இணைந்து மாநிலத்தின் கோவிட்-19 நிலைமைக்கு எதிராக போராடும் அரசாங்கத்தின் முன்முயற்சிகளை ஆதரிக்கும் வகையில் தமிழ்நாட்டு அரசாங்கத்திற்கு தனது பங்களிப்பை வழங்கியுள்ளது.

நிறுவனங்கள் சேர்ந்து 400 ஆக்ஸிஜன் செறிவூட்டிகள், மதுரை ராஜாஜி அரசு மருத்துவமனை மற்றும் திருநெல்வேலி அரசு மருத்துவக் கல்லூரியில் இரண்டு ஆக்ஸிஜன் ஆலைகளை அமைக்க மொத்தமாக

கூமார் 6 கோடி நிதி வழங்கியுள்ளது. ஆக்ஸிஜன் செறிவூட்டிகள் தென் மாவட்டங்களின் தேவைகளுக்குப் பயன்படுத்தப்பட உள்ளது.

மேலும் முன்னதாக, டி.வி.எஸ் சப்ளை செயின் சொல்யூஷன்ஸ் நிர்வாக இயக்குனர் திரு. ஆர்.தினேஷ், தமிழக முதல்வரை சந்தித்து ரூ.2 கோடியை முதல்வரின் பொது நிவாரண நிதிக்கு வழங்கியுள்ளார். தற்போது மேலும் ரூ.4 கோடி மதிப்புள்ள உதவிகளை டிவிஎஸ் குழும நிறுவனங்கள் செய்துள்ளன.



Date	Publication	Headline	Edition
Jun 5, 2021	Makkal Kural	TVS TYRE TN CM RELIEF FUND CONTRIBUTION IN Rs .6CR	Chennai

மதுரை, நெல்லை அரசு மருத்துவமனைகளில் 2 ஆக்ஸிஜன் ஆலை நிறுவ டி.வி.எஸ். ஸ்ரீசுக்ரா டயர்ஸ் ரூ. 6 கோடி நன்கொடை

சென்னை, ஜூன்.4-
பாரம்பரியமிக்க டி.வி.எஸ்.
குருப் நிறுவனமாக ஸ்ரீசுக்ரா டயர்ஸ்
மற்றும் இதன் குருப் நிறுவனங்கள்
சேர்ந்து மதுரை, நெல்லை அரசு
மருத்துவமனைகளில் 2 ஆக்ஸிஜன்
தயாரிக்கும் ஆலைகளை நிறுவ
ரூ. 6 கோடி நன்கொடை வழங்கி
உள்ளது. தென் மாவட்ட அரசு
மருத்துவமனைகளுக்கு 400
ஆக்ஸிஜன் செறிவூட்டிகள் வழங்கி
உள்ளது என்று நிர்வாக இயக்குனர்
ஆர்.தினேஷ் தெரிவித்தார்.

டி.வி.எஸ்.ஸ்ரீசுக்ரா, டி.வி.எஸ்.
சப்ளை செயின் சொல்யூஷன்ஸ்
மற்றும் டி.வி.எஸ்.மொபிலிட்டி
ஆகியவை இணைந்து மாநிலத்தின்
கோவிட்-19 நிலைமைக்கு எதிராக
போராடும் அரசாங்கத்தின் முன்
முயற்சிகளை ஆதரிக்கும் வகையில்
தமிழ்நாடு அரசாங்கத்திற்கு தனது
பங்களிப்பை வழங்கியுள்ளது.

இந்த 3 நிறுவனங்கள் சேர்ந்து 400
ஆக்ஸிஜன் செறிவூட்டிகள், மதுரை
ராஜாஜி அரசு மருத்துவமனை மற்றும்
திருநெல்வேலி அரசு மருத்துவக்
கல்லூரியில் இரண்டு ஆக்ஸிஜன்
ஆலைகளை அமைக்க மொத்தமாக
சுமார் 6 கோடி நிதி வழங்கியுள்ளது.
மேலும் முன்னதாக, டி.வி.எஸ்.

நிர்வாக இயக்குனர் ஆர்.தினேஷ் வழங்கினார்



சப்ளை செயின் சொல்யூஷன்ஸ்
நிர்வாக இயக்குனர் ஆர்.தினேஷ்,
தமிழக முதல்வர் மு.க.ஸ்டாலினை
சந்தித்து ரூ. 2 கோடியை
முதல்வரின் பொது நிவாரண நிதிக்கு
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டி.வி.எஸ். குழும நிறுவனங்கள்

செய்துள்ளன.

மேற்கண்ட பங்களிப்பைத் தவிர,
மூன்று நிறுவனங்களும் தங்களது
முக்கிய பங்குதாரர்கள், ஊழியர்கள்
மற்றும் சமூகத்திற்கு ஆதரவளிக்க
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தெரிவித்துள்ளார்.

Date	Publication	Headline	Edition
Jun 10, 2021	Autocar Professional	TVS Srichakra rides into European two-wheeler tyre market	National

TVS Srichakra rides into European two-wheeler tyre market



Eurogrip Bee Connect range for scooters will be available in 40 sizes; knobby tyre for off-road riding and a street tyre for medium and big motorcycles, both in radial and cross-ply form, is in the offing.

TVS SRICHAKRA HAS entered the European market with its new range of Eurogrip two-wheeler tyres.

The first product launch is that of Eurogrip Bee Connect scooter tyres, to be available in 40 different sizes in the coming months. This is the first line of tyres launched since TVS Srichakra set up its Product Design and Development Centre in Milan, Italy.

"We have developed a new and exciting range of tyres suited for the European roads and conditions, keeping in mind the needs of the European rider. I am confident that the technical expertise of our Product Design and Development team in Milan, Italy coupled with the experience of our team in India would result in the Eurogrip Bee Connect Scooter tyre range being a delight for scooter riders in Europe and rest of the world," said Andrea Bianchi Milella, Marketing

Manager of TVS Srichakra's Italian Centre.

Key features of the Eurogrip Bee Connect

Commenting on the product features, Silvio Montanari, R&D Director of the Italian Centre, said "Eurogrip Bee Connect is the result of a meticulous R&D process that involved all elements of the tyre: construction, tread pattern, compound and profile. Each prototype was subjected to a rigorous testing procedure, both indoor and outdoor on European race tracks and roads, and every tyre manufactured passes through stringent quality controls before reaching the market. We spare no effort in ensuring the best output and we're very pleased with the outcome".

Bee Connect is the first amongst many product launches planned for the European and international markets, and there are more in the pipeline in the current

fiscal year. A knobby product for off-road purposes and a street tyre for medium and big displacement motorcycles, both in radial and cross-ply construction are lined up for launch in the next few months.

P Madhavan, EVP – Sales & Marketing, said, "Our entry into the prestigious European tyre market is a testimony to our three decades of experience and specialisation in the two-wheeler tyre category and is a step towards building Eurogrip as a strong global brand. Our focus is to deliver quality tyres and develop a robust business infrastructure that can help us cater to the needs of our partners and customers in the European market. The new products introduced in Europe will also be launched in the India replacement market as well as all the countries where TVS Srichakra has established a distribution network."

Date	Publication	Headline	Edition
Jun 22, 2021	Voice of Jaipur	TVS Eurogrip celebrates Father's Day with a new social media campaign	Jaipur

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

Chennai, 18th June 2021: TVS Srichakra Limited, India's leading 2 & 3-wheeler Tyre Company, has rolled out a social media campaign #TurnItAround to celebrate Father's



Day 2021. Taking a simple, contextual situation that children are experiencing right now, due to the second wave of the pandemic, the campaign talks about how Fathers are our everyday heroes who can turn around any situation. Commenting on the campaign Mr. P Madhavan, EVP – Sales & Marketing, TVS Srichakra Limited, said, "The insight picked up for our Father's Day campaign is extremely relatable to present day fathers of young children. It brings alive the bond cherished between a father and his daughter, through a simple act of 'motorbike ride' together. #TurnItAround is themed around how despite limitations presented by the pandemic, fathers have managed to engage and bring a smile on the face of their kids. We as a brand, stand by them." The video is live across all social media platforms.

Date	Publication	Headline	Edition
Jun 30, 2021	The Hindu Business Line	TVS Automobile forms digital aftermarket subsidiary with funds from tech investors	Ahmedabad

TVS Automobile forms digital aftermarket subsidiary with funds from tech investors

OUR BUREAU

Chennai, June 29

TVS Automobile Solutions Pvt Ltd (TVSASL), a leading independent automotive aftermarket player, has announced the formation of a new digital aftermarket subsidiary—Ki Mobility Solutions—with ₹85-crore funding from tech investors led by Pratithi Investment Trust (represented by its trustee S Kris Gopalakrishnan, co-founder of Infosys) and SeaLink Capital Partners (SCP).

Ki Mobility, what TVSASL calls 'India's first full-stack O-to-O (online-to-offline) digital platform' will offer quality, standardised and cost-effective service to vehicle owners of two-wheelers, passenger cars and commercial vehicles across the country. It will become a one-stop-shop for all ser-



R Dinesh, Director, TVSASL

vice requirements—repair management services, parts, accessories, tyres, batteries, insurance and on-demand roadside assistance across the country.

TVSASL's move is seen as a logical next step to dominate the digital space segment after being in the aftermarket space for long.

Over the past three years, TVSASL has been making significant investments in the digital technology space. The last two acquisitions—GoBump

(now 100 per cent owned by TVSASL), a B-to-C service aggregation platform, and Mahindra First Choice (MFC)—gave the company digital marketing competency to reach out to the customers in the digital space. The combination of three has been morphed into a full-fledged O-to-O (online-to-offline) digital platform through a separate subsidiary.

Creating ecosystem

"We are not hiving off any business but creating an ecosystem so that supply chain and digital technology solutions are so mingled as a business model (O-to-O). Having been in this space for so long, we should be the market leader as far as digital space is concerned. It is also about creating a right mindset of leadership and cul-

ture within the organisation. Hence, we have formed a new subsidiary," said R Dinesh, Director, TVSASL.

TVSASL's total revenue was estimated at ₹1,170 crore in FY21. The size of the hived off business—Ki Mobility—was in the range of ₹500-600 crore.

The digital platform move aims to include and provide nearly 10,000 retailers and 20,000 garage owners a single digital ecosystem. This will give them the opportunity to increase their business, access to high-quality parts with better margins, link with a large pool of suppliers, digital technology solutions to provide superior services to their customers, digital learning to upgrade their skill and financial solutions to manage their working capital, etc.

Date	Publication	Headline	Edition
Jun 30, 2021	The Hindu Business Line	TVS Automobile forms digital aftermarket subsidiary with funds from tech investors	Bengaluru

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Jun 30, 2021	The Hindu Business Line	TVS Automobile forms digital aftermarket subsidiary with funds from tech investors	Chandigarh

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Jun 30, 2021	The Hindu Business Line	TVS Automobile forms digital aftermarket subsidiary with funds from tech investors	Chennai

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Date	Publication	Headline	Edition
Jun 3, 2021	The New Indian Express	MORE CONTRIBUTION TO CM'S CORONA RELIEF FUND	Delhi

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Jun 30, 2021	The Hindu Business Line	TVS Automobile forms digital aftermarket subsidiary with funds from tech investors	Hyderabad

TVS Automobile forms digital aftermarket subsidiary with funds from tech investors

OUR BUREAU

Chennai, June 29

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Jun 30, 2021	The Hindu Business Line	TVS Automobile forms digital aftermarket subsidiary with funds from tech investors	Kochi

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COVID battle: TVS Srichakra, TVS SCS contribute Rs 6 crore to Tamil Nadu

PTI • Last Updated: Jun 02, 2021, 05:20 PM IST

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Synopsis

In a statement, the three companies said they would provide 400 oxygen concentrators, two oxygen-producing facilities at the Rajaji Government Hospital, Madurai, and at the Government Medical College, Tirunelveli.

TVS Srichakra, TVS Supply Chain Solutions and TVS Mobility on Wednesday said they have jointly contributed about Rs 6 crore worth of medical equipment and facilities to produce oxygen to fight against COVID-19.

In a statement, the three companies said they would provide 400 oxygen concentrators, two oxygen-producing facilities at the Rajaji Government Hospital, Madurai, and at the Government Medical College, Tirunelveli.

TVS Supply Chain Solutions MD R Dinesh, who called on Chief Minister M K Stalin, handed over Rs 2 crore to the Chief Minister's Public Relief Fund.

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Portal: United News of India

URL: <http://www.uniindia.com/tvs-srichakra-tvsscs-tvs-mobility-contribute-rs-6-cr-for-covid-relief/south/news/2411139.html>

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TVS Srichakra, TVSSCS, TVS Mobility contribute Rs 6 cr for COVID relief

Chennai, June 2 (UNI) TVS Srichakra, TVS Supply Chain Solutions (TVSSCS) and TVS Mobility have together made a contribution of Rs six crores to the Tamil Nadu Government to fight against the

Tags: #TVS Srichakra# TVSSCS# TVS **Please log in to get detailed story.**
Mobility contribute Rs 6 cr for COVID relief

More News

Congress urges BSY to convene assembly session

01 Jul 2021 | 2:33 PM

Mysuru, Jul 1 (UNI) Former Chief Minister and Leader of the opposition K Siddaramaiah on Thursday urged Chief Minister B S Yeddiurappa to convene assembly session immediately to discuss many issues including covid-19 situation.

Portal: New Indian Express

URL: <https://www.newindianexpress.com/states/tamil-nadu/2021/jun/03/more-contributions-pour-in-forcms-corona-relief-fund-2311047.html>

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More contributions pour in for CM's corona relief fund

On Wednesday, the Chief Minister's relief fund for Corona prevention works received the following contribution

Published: 03rd June 2021 04:52 AM | Last Updated: 03rd June 2021 04:52 AM



By Express News Service

CHENNAI: On Wednesday, the Chief Minister's relief fund for Corona prevention works received the following contribution

Arvind Balaji, Joint Managing Director of Lucas TVS Ltd met Chief Minister of Tamil Nadu M.K Stalin and donated Rs 3 crores towards TN Chief Minister's Public Relief Fund. Priyamvada Balaji, Executive Director, Lucas TVS and S Ramadoss, Group CHRO were also present. Besides taking steps to vaccinate its employees above 45 the Company is also organising vaccination camps in its Uttarakhand plant to vaccinate employees and public

On behalf of Madurai Meenakshi Mission Hospital & Research Centre chief Dr Gurushankar, administrator Dr P Kannan met CM MK Stalin at Secretariat and donated Rs 25 lakh and oxygen concentrators worth Rs 1.5 crore

Dr Isari K Ganesh, chief of Vels group of institutions and Chancellor, VISTAS handed over a cheque for Rs 1 crore and 1 lakh towards Covid control efforts, to CM MK Stalin, at the Secretariat

1. Donation of Rs 1 crore: Tamil Nadu Poultry Farmers Association, Apparels and Handloom Exporters Association and Chennai Radha Engineering Works and Interface India IT

Portal: Media Brief

URL: <https://mediabrief.com/tvs-tyres-fathers-day-turnitaround/>

The screenshot shows the Mediabrief website interface. The top navigation bar includes links for HOME, MEDIA, PODCASTS, DIGITAL, LEADERBRIEF, MARKETING, and STAFF. A left sidebar lists categories: All, Movies, Music, Print, Radio, RJs We Like, and Television. The main content area features a grid of news items. The first item is a large image of a man in a light blue shirt hugging a child in a pink shirt, with a motorcycle in the background. The text overlay on the image reads "You are the best dad in the world." and "MEDIABRIEF". Below the image, the article title is "Two & 3-wheeler Tyre Company TVS Srichakra Limited has rolled out a social media campaign #TurnItAround to celebrate Father's Day 2021. Taking a simple, contextual situation that children are experiencing right now due to the second wave of the pandemic, the campaign talks about how Fathers are our everyday heroes who can turn around any situation." The bottom of the screenshot shows a Windows taskbar with various application icons.

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You are the best dad in the world.

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

Windows taskbar: File Explorer, Microsoft Word, Google Chrome, etc.

Portal: Brand Equity

URL: <https://brandequity.economictimes.indiatimes.com/news/advertising/a-salute-to-super-dads-fathers-day-compilation/83682942>

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A salute to 'Super Dads' : Father's Day Compilation

ETBrandEquity.com brings to you a set of brand campaigns on the occasion of Fathers' Day...

ETBrandEquity • Updated: June 22, 2021, 16:53 IST









By [Sohini Ganguly](#)

"Chanda ne pucha taaron se, taaron ne pucha hazaron se, sabse pyara kon hai? Papa Mere Papa," go the lyrics of a song from a 2005 Bollywood movie. This Father's Day, as every child remembers what value a father plays in everybody's lives, we present a selection of Father's day commercials.

From piggyback rides to being a superhero who always had our back, fathers make several silent sacrifices to make us who we are today. Amidst all the


Portal: Mint

URL: <https://www.livemint.com/companies/news/fathers-day-2021-brands-launch-heartwarming-pandemic-themed-campaigns-11624164222658.html>



Home > Companies > News > Father's Day 2021: Brands launch heartwarming pandemic t...

Father's Day 2021: Brands launch heartwarming pandemic themed campaigns



A screengrab from the the Father's Day campaign of edible oil brand Dhara.

2 min read . Updated: 20 Jun 2021, 10:55 AM IST

Saumya Tewari

- Edible oil brand Dhara in its Father's Day special digital film subtly conveys a father's love for the newly adopted daughter who is shown addressing him as 'Papa' for the first time which fills his heart with absolute joy

Portal: BW Marketing World

URL: <http://bwmarketingworld.businessworld.in/amp/article/Brands-Celebrate-The-Anchors-In-Our-Lives-Fathers/19-06-2021-393584/>

Brands Celebrate The Anchors In Our Lives- Fathers

This Father's Day, brands have stepped forward in their own unique ways to appreciate the wondrous selfless heroes who we call fathers



19 June, 2021
by Soumya Sehgal

Print this article
Font size - 16 +

Fathers are the real-life heroes in their children's lives, the inspiration behind their actions and one of the most influential figures in their upbringing. Brands across the globe have been elevated to capture their unconditional bond with their children and have rolled out special campaigns to honor these brave yet generous souls on the occasion of Father's Day.

Portal: Financial Express

URL: <https://www.financialexpress.com/brandwagon/fathers-day-2021-how-brands-are-celebrating-the-spirit-of-fatherhood/2274822/>






Father's Day 2021: How brands are celebrating the spirit of fatherhood

By: BrandWagon Online | Updated: June 20, 2021 10:51 AM

From ICICI Lombard, to Dhara and VAIO India, brands have rolled out campaigns to honour the occasion of Father's Day



Campaigns rolled out by brands on this day

This Father's Day, brands highlight the role of modern day fathers in supporting the growth of their children. BrandWagon Online takes a look at some of the campaigns released to celebrate fathers.

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Portal: Adgully



URL: <https://www.adgully.com/brands-moment-to-thank-pillar-of-the-families-father-s-day-2021-104842.html>



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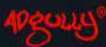
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Portal: Tyre Dekho

URL: <https://tyres.cardekho.com/news/tvs-eurogrip-rolls-out-new-social-media-campaign-to-celebrate-fathers-day/>

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TVS Eurogrip Rolls Out New Social Media Campaign To Celebrate Father's Day

Published On 22-Jun-2021 13:25:23 By TyreDekho Team

New campaign #TurnItAround is themed around how despite limitations presented by the pandemic, fathers have managed to engage and bring a smile on the face of their kids



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India's leading 2 & 3-wheeler Tyre Company, TVS Srichakra Limited, has rolled out a social media campaign #TurnItAround to celebrate Father's Day 2021.

Taking a simple, contextual situation that children are experiencing right now, due to the second wave of the pandemic, the campaign talks about how Fathers are our everyday heroes who can turn around any situation.

Commenting on the campaign Mr. P Madhavan, EVP – Sales & Marketing, TVS Srichakra Limited, said, "The insight picked up for our Father's Day campaign is extremely relatable to present day

Portal: The News Strike

URL: <https://thenewsstrike.com/tvs-eurogrips-new-brand-campaign-talks-about-tyres-for-a-country-full-of-turns/>

TVS EUROGRIP'S NEW BRAND CAMPAIGN TALKS ABOUT TYRES FOR A COUNTRY FULL OF TURNS

Editor | May 5, 2021 | Business | No Comments



TVS Eurogrip, India's leading 2 & 3-wheeler Tyre brand recently launched an integrated marketing campaign that talks about how the brand has a wide range of tyres for India, a country full of turns. The campaign is a befitting tribute to the resilience of two-wheeler riders and many more who have entrusted their unwavering trust in the company and its tyres.

The campaign is born from a powerful consumer insight. All riders, be it seasoned bikers or city riders experience some uncertainty and vulnerability during their ride at times. One such key moment is when they take a **turn**, and that's when an efficient pair of tyres makes all the difference. TVS Eurogrip, The Bike Tyre Specialist has a wide range of tyres to **take on any turn with confidence**.

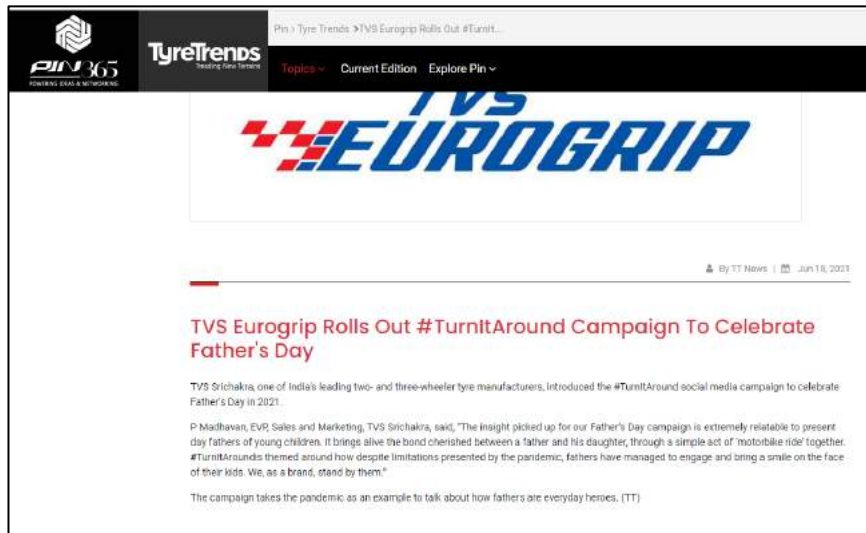
The new ad film is a vibrant montage of many different "turns" an Indian rider encounters; some are natural turns around mountains or highways while others are unexpected turns due to unforeseen circumstances. While bringing to light these different turns the two-wheeler rider faces in their everyday lives in an engaging and humorous manner, the film also deftly brings alive the many nuances that are the real charm of the Indian landscape. The film is a visual treat showcasing varied experiences from the life of two-wheeler riders of all kinds, weaving around buildings, manoeuvring narrow roads and unforeseen diversions, changing course mid-way and the thrill of riding on exotic hillsides.

Speaking on the occasion, **Mr. P. Madhavan, EVP – Sales & Marketing, TVS Srichakra Limited**, said, "Staying true to our brand mission of providing the new age millennial rider with specialist tyre technology for his two-wheeler, we have picked an insight that we believe every rider can relate to. The Indian rider is posed with many twists and turns during his daily as well as occasional rides. We are excited to showcase how our wide range of tyres give riders the confidence and assurance that they need while taking those unforeseen turns, or when riding through a winding road. We are bringing the campaign idea alive through an impactful integrated marketing campaign."

Commenting on the campaign, **Rajiv Chatterjee, Chief Business Officer – Tilt Brand Solutions** says "During the investigative steps for this campaign what we realised from consumers was that the moment of truth for any rider is at a turn. It is on a turn when the rider gets that split second of a doubt and perhaps one of the very few moments when they actively think of the tyre. This is the moment we wanted TVS Eurogrip to own and thereby play a genuine role in the customer's life. We especially feel happy in having been able to identify and convey a functional benefit that is geo-culturally relevant"


Portal: Pin 365

URL: <https://www.pin-365.com/articles/tvs-eurogrip-rolls-out-turnitaround-campaign-to-celebrate-fathers-day>



Portal: Pitch Chonnet

URL: <http://www.pitchonnet.com/blog/2021/06/21/tvs-eurogrip-celebrates-fathers-day-with-a-new-social-media-campaign/>




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TVS EUROGRIP CELEBRATES FATHER'S DAY WITH A NEW SOCIAL MEDIA CAMPAIGN
June 21, 2021 By **Team PITCH** 0 16

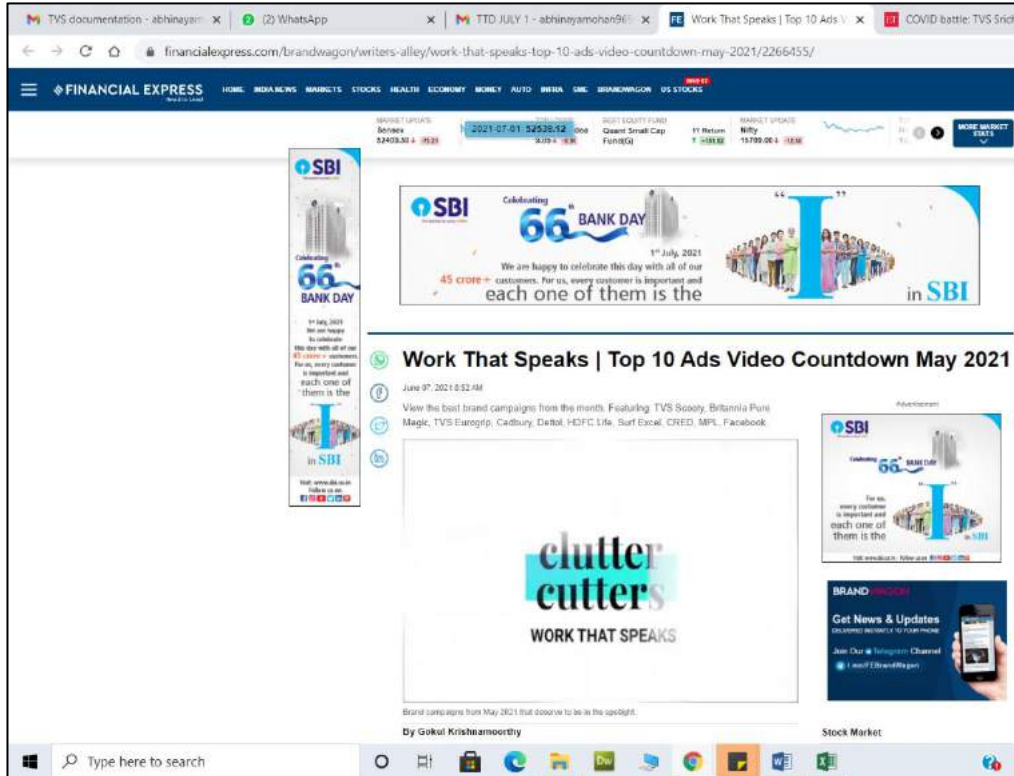


Highlights how fathers "Turn Things Around" on Father's Day 2021

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Portal: Campaign Asia

URL: <https://www.financialexpress.com/brandwagon/writers-alley/work-that-speaks-top-10-ads-video-countdown-may-2021/2266455/>



The screenshot shows a web browser window with multiple tabs. The active tab is the Financial Express article. The page features a blue header with the Financial Express logo and navigation links. A large SBI advertisement for 66th Bank Day is prominent at the top. The article title is 'Work That Speaks | Top 10 Ads Video Countdown May 2021'. Below the title, it lists brand campaigns from May 2021 that deserve to be in the spotlight, including TVS Scooty, Britannia Pure Magic, TVS Eurogrip, Cadbury, Dettol, HDFC Life, Surf Excel, CRED, MPL, and Facebook. The article is by Gokul Krishnamoorthy. The page also includes a 'clutter cutters' logo and a 'Get News & Updates' section for the Financial Express channel.

TVS documentation - abhinay... x (2) WhatsApp x TTD JULY 1 - abhinayamohan96... x Work That Speaks | Top 10 Ads V... x COVID battle: TVS Scooty

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Brand campaigns from May 2021 that deserve to be in the spotlight.
By Gokul Krishnamoorthy

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URL: [COVID battle: TVS Srichakra, TVS SCS contribute Rs 6 cr to TN \(yahoo.com\)](https://www.yahoo.com/news/covid-battle-tvs-srichakra-tvs-scs-contribute-rs-6-cr-to-tn-123456789.html)

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COVID battle: TVS Srichakra, TVS SCS contribute Rs 6 cr to TN

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Chennai, June 2 (PTI): TVS Srichakra, TVS Supply Chain Solutions and TVS Mobility on Wednesday said they have jointly contributed about Rs six crore worth of medical equipment and facilities to produce oxygen to fight against COVID-19.

In a statement, the three companies said they would provide 400 oxygen concentrators, two oxygen-producing facilities at the Rajaji Government Hospital, Madurai, and at the Government Medical College, Tirunelveli.

TVS Supply Chain Solutions MD R Dinesh, who called on Chief Minister M K Stalin, handed over Rs 2 crore to the Chief Minister's Public Relief Fund.

The three firms were currently working to support the key stakeholders - employees and

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Portal: Outlook

URL: <https://www.outlookindia.com/newscroll/covid-battle-tvs-srichakra-tvs-scs-contribute-rs-6-cr-to-tn/2094584>

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THE NEWS SCROLL

02 June 2021 Last Updated at 4:14 Pm | Source: PTI

COVID battle: TVS Srichakra, TVS SCS contribute Rs 6 cr to TN

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Portal: Motor World India

URL: <https://www.motorworldindia.com/tvs-srichakra-tvs-supply-chain-solutions-and-tvs-mobility-contribute-rs-6-cr-worth-of-support-to-tamilnadu-government/>



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TVS Srichakra, TVS Supply Chain Solutions and TVS Mobility contribute Rs. 6 Cr. worth of support to Tamilnadu Government

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

Published on June 18, 2021

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

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

Portal: India Education Diary

URL: <https://indiaeducationdiary.in/tvs-eurogrip-celebrates-fathers-day-with-a-new-social-media-campaign/>



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TVS Eurogrip Celebrates Father's Day With A New Social Media Campaign

 By India Education Diary... — Last updated: Jun 18, 2021

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Portal: Silicon Village

URL: <https://blogspot.siliconvillage.net/2021/06/tvs-eurogrip-celebrates-fathers-day.html>

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SATURDAY, JUNE 19, 2021

TVS Eurogrip Celebrates “Father’s Day With A New Social Media Campaign”



* Highlights how fathers “Turn Things Around” on Father’s Day 2021

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Portal: Droid Adventures

URL: <https://debtaru.blogspot.com/2021/06/tvs-eurogrip-celebrates-fathers-day.html?m=1>

Droid Adventures

Saturday, June 19, 2021

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The video is live across all social media platforms.

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

Portal: Media Tech

URL: <https://mediatech914.wordpress.com/2021/06/18/tvs-eurogrip-celebrates-fathers-day-with-a-new-social-media-campaign/>

TVS Eurogrip celebrates “Father’s Day with a new social media campaign”

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Portal: Mumbai News Network

URL: <https://mumbainewsnetworks.blogspot.com/2021/06/tvs-eurogrip-celebrates-fathers-day.html>

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TVS Eurogrip celebrates Father's Day with a new social media campaign ~Highlights how fathers "Turn Things Around" on Father's Day 2021



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Portal: Phoenix Media

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TVS Eurogrip - Happy Father's Day

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Let's go on a roller coaster ride.

The video is live across all social media platforms.

Portal: News Monks

URL: <https://newsmonks.com/news/business/automobile/tvs-eurogrip-celebrates-fathers-day-with-a-new-social-media-campaign/>



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



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

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