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National Stock Exchange of India Ltd.,
5th Floor
Exchange Plaza, Bandra (E),
Mumbai - 400 051

BSE Limited
P J Towers
Dalal Street, Fort,
Mumbai 400 001

Scrip Code: TVSSRICHA
by NEAPS

Scrip Code: 509243
by Listing Centre

Dear Sir/Madam,

Sub: Press Release

We enclose hereto a press release regarding "TVS Eurogrip tyres launches steel belted agro industrial radial tyres at the tire show in Cologne, Germany".

Kindly take the same on record.

Thanking you

Yours faithfully
For TVS Srichakra Limited

CHINMOY
PATNAIK

Digitally signed by
CHINMOY PATNAIK
Date: 2024.06.06 12:19:54
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Chinmoy Patnaik
Company Secretary &
Compliance Officer
Membership No. A14724

Encl: a.a

TVS Srichakra Limited

CIN: L25111TN1982PLC009414

Regd. Office: TVS Building, 7-B, West Veli Street, Madurai 625 001.

Tel:+91 0452 2356400, Fax: +91 0452 2443466 | Website: www.tvseurogrip.com | Email: secretarial@eurogriptyres.com

Manufacturing Unit: Vellaripatti, Melur Taluk, Madurai-625 122, Tel:+91 452 2443300

TVS EUROGRIP TYRES LAUNCHES STEEL BELTED AGRO INDUSTRIAL RADIAL TYRES AT THE TIRE SHOW IN COLOGNE

Cologne, Germany, June 6th, 2024: TVS Srichakra, one of India's largest manufacturers & exporters of two, three-wheeler and Off-Highway tyres launched new Steel Belted Agro Industrial Radial Tyres at The Tire Cologne 2024 - one of the world's foremost trade fairs for the tyre industry.

The tyre major displayed its flagship products at Hall 6.1 Booth: C050–C054 in the three-day event held in Cologne, Germany.

The newly launched Steel Belted Agro Industrial Radial Tyre is the first such product in this segment and has been designed for use predominantly in telescopic handlers, compact wheel loaders and backhoe loaders engaged in both agricultural and industrial applications. Two sizes out of the three available were displayed - 460/70R24 for telehandlers and 340/80R18- for backhoe loader front axle application.

In the two-wheeler segment, Bee Connect, Roadhound and Protorq Extreme were showcased. While Bee Connect range has best in category scooter tyres for everyday urban riding, Roadhound is a high-performance tyre for sport touring with quadrazone technology. Protorq Extreme is Eurogrip's steel belt radial - a sporty tyre for both track and road use. The off-road range includes Climber XC, Climber XC-R and Climber MX Junior, covering the needs of Motocross and Enduro riders.

Soon-to-be-launched: Trail Road range, comprising Trailhound SCR and Trailhound STR were also displayed.

Speaking on the occasion, Karthikeyan S, Business Head - OHT said, "We are extremely happy to have launched our new and premier products at The Tire Cologne 2024. The Tire show provides the most extensive industry overview, a great platform for us to showcase our best-in-class product range. Europe is a key market for us, we believe it will play a pivotal role in our business growth."

The company also showcased their complete range of agricultural radial patterns at the expo, including the prime mover patterns like the Tigertrac AR 800 tractor radial, RC 900 Rowcrop radial, HS 3000 radial tyre with VF (Very High Flexion) technology and the HS 1000 R-1 tyre for combine harvesters and spreaders. FL 909 steel belted tyre was also showcased in the flotation radial segment. Flotation, tractor rear and front tyres were displayed under the bias agricultural tyres range.

More than 370 exhibitors presented their innovations at The Tire Cologne 2024. Motor vehicles and tyre workshop equipment featured prominently in addition to tyres and wheels. There was also focus on tyre retreading and the recycling and disposal of old tyres. With an increase in the number of exhibitors by more than 85 percent, the expo offers a major international networking forum for the established and up-and-coming companies that are working together to design the industry of tomorrow.

**About TVS Srichakra Ltd.**

TVS Srichakra Limited, makers of TVS Eurogrip, Eurogrip and TVS Tyres brands of tyres is one of India's leading manufacturers and exporters of Two, Three-Wheeler tyres and Off-Highway tyres. Incorporated in 1982, it is one of the verticals of the USD 2 Billion TVS Mobility - the holding company for the businesses.

With global research and development capabilities and cutting-edge technology, TVS Srichakra produces industry-leading tyres for the automotive sector in India and worldwide. Headquartered in Madurai, TVS Srichakra has manufacturing facilities in Madurai (Tamil Nadu) and Rudrapur (Uttarakhand) with a production capacity of over 3 million tyres a month.

The company has a design centre in Milan, Italy supporting the R&D centre in Madurai and the tyres are tested in Indian, European, and Japanese road conditions. TVS Srichakra's products are available in over 85 countries across the world. In India, the company enjoys a significant market share amongst the original equipment manufacturers and replacement markets and has a comprehensive network of distributors and dealers giving it a robust presence. For more information, visit <https://www.tvseurogrip.com>.