

REF:TSL:SEC:2025/31

March 19, 2025

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 hereby enclose a press release regarding the appointment of Mr. MS Dhoni, Cricketer, as the official Brand Ambassador of the Company.

Kindly take the same on record.

Thanking you

Yours faithfully  
For TVS Srichakra Limited

Chinmoy Patnaik  
Company Secretary &  
Compliance Officer  
Membership No. A14724

Encl: a.a

**TVS Srichakra Limited**

CIN: L25111TN1982PLC009414

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## Eurogrip Tyres unveils new brand campaign with Brand Ambassador MS Dhoni

*The new campaign idea is a different take on the joy of riding.*

**Chennai, 19<sup>th</sup> March, 2025:** Eurogrip Tyres, India's leading 2 & 3-wheeler tyre brand, has launched a new brand campaign that brings together MS Dhoni's passion for riding and Eurogrip's superior tyre technology. The campaign idea "ENJOY EVERY TURN" is derived from a powerful insight - in the journey of life; every turn is full of possibilities, so take them on with confidence...and who better than Dhoni to personify this.

The brand film is woven around that one intriguing question every fan has been asking - "What's Next for Dhoni?" and presents an interesting narrative that takes viewers through a scenic journey, where Dhoni is seen enjoying all the turns life and the roads throw at him.

Talking about the campaign, **P Madhavan, EVP, Sales and Marketing, TVS Srichakra Ltd** said, "We are excited about our new brand campaign with MS Dhoni. The "Enjoy Every Turn" film is an offbeat take on the joy of riding, and we believe it fits perfectly with Dhoni's personality. As the bike tyre specialist, we remain committed to offering tyres that allow you to take on any of the challenges the road throws at you with confidence, enhancing every ride, making every journey smoother, safer and more exciting for the new-age rider."

"As a passionate rider, shooting for this campaign along with Eurogrip was a pleasure for me. The ad film insight and script resonated with me as I have always "enjoyed every turn" life has thrown at me. As an aside, I also got to try Eurogrip's high performance super bike tyres and it was a fun experience for me to do what I love doing for this film – riding.", **said M.S.Dhoni.**

**Adarsh Atal, Chief Creative Officer – Tilt Brand Solutions** added, "Every biker will tell you that it's the twists and turns of a road that make their ride interesting. A straight road is never fun. This formed the base insight of our idea. That whether it is on the road, or in life, it is not knowing what's around the corner that makes things exciting. With Dhoni at that juncture in his life where the whole world is wondering what's next for him; the idea really came alive."

As a global sporting icon, MS Dhoni's endorsement will help strengthen Eurogrip's position as a youthful, vibrant and high-performance brand that resonates with the millennial and Gen Z Indian riders. The ad film will be aired starting from March 19th, 2025, covering television, digital & social media. The campaign will be supported by on-ground activations as well.

Creative Agency: TILT Communications, Mumbai

YouTube Links:

- Hindi: <https://youtu.be/VoZ7fq4W4Og>
- Tamil: <https://youtu.be/xO7dUoolYLw>
- Bengali - <https://youtu.be/BDCImwlepik>
- Gujarati - <https://youtu.be/BnadsO-l7vU>



- Kannada - <https://youtu.be/Uo77YGh1Tk4>
- Malayalam - <https://youtu.be/SnRwqEe-r3k>
- Telugu - <https://youtu.be/aeT5Re66gE0>

Social Media Handles: @tvseurogrip

YouTube: <https://www.youtube.com/@eurogriptyres>

Instagram: <https://www.instagram.com/tvseurogrip/?hl=en>

Facebook: [https://www.facebook.com/EurogripTyres/videos/?\\_rdr](https://www.facebook.com/EurogripTyres/videos/?_rdr)

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### **About TVS Srichakra Ltd.**

TVS Srichakra Limited, makers of Eurogrip, TVS 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 3 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>