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March 31, 2026

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 herewith a press release regarding launching of Exclusive Retail Outlet in Ludhiana which will be Company's 14<sup>th</sup> signature store in India.

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

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

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



## Eurogrip Tyres Exclusive Store, now in Ludhiana

**Ludhiana, 31<sup>st</sup> March, 2026:** Eurogrip Tyres, India's leading 2 & 3-wheeler tyre brand from TVS Srichakra Ltd., today announced the opening of its new exclusive retail store in Ludhiana. This marks the brand's 14<sup>th</sup> signature store in India, further strengthening its retail presence and reinforcing its commitment to providing customers with a complete tyre and 2-wheeler care experience. The new retail outlet was inaugurated in the presence of distinguished guests including members of the Eurogrip team and business partners.

Speaking on the occasion, Mr.T.K.Ravi, Chief Operating Officer of TVS Srichakra Ltd said, "We continue to bring high-quality products and dependable services closer to our customers. This 14<sup>th</sup> exclusive store is yet another milestone in the journey. Ludhiana is a key market for the brand with its vibrant and growing two-wheeler community. Through this new store, riders can easily access our complete tyre portfolio along with expert support and services that elevate performance and overall riding confidence."

The newly launched store houses Eurogrip's entire range of tyres available in varied patterns and sizes, along with tubes designed to suit a wide spectrum of 2-wheelers. From scooters and commuter motorcycles to mid-range performance bikes, adventure touring bikes and superbikes, the outlet aims to cater to diverse riding needs under one roof.

In addition to product range, the store will provide a comprehensive set of services including professional tyre fitment, tyre care and puncture repair, air pressure checks, The outlet will also assist customers with warranty-related queries, ensuring a seamless and reliable ownership experience.

The expansion is part of the company's broader strategy to strengthen its branded retail footprint across key markets in India while providing customers with a consistent and trusted service environment. Apart from newly opened stores in Delhi and Alappuzha, Eurogrip also has its retail experience stores in Chennai, Mysuru, Patna, Farrukhabad, Ahmedabad, Hyderabad and Rajkot.

The new store is located at:

Chawla Auto Traders, B-28-1341/8A,  
Phase 3, Shaheed Karnail Singh Nagar,  
Ludhiana, Punjab-141013  
Phone- 9417593388, 78884 42413.

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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.eurogriptyres.com>.

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