



# 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>5paise.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

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



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 ಟೈಲ್ ಬ್ರಾಂಡ್ ಟಿವಿಎಸ್ ಯುರೋಗ್ಲಿವ್ ಮುಂದಿನ ಮೂರು ವರ್ಷಗಳಿಗೆ ಪ್ರಧಾನ ಪ್ರಾಯೋಜಕ ಪಾಲುದಾರರಾಗಿ ನಾಲ್ಕು ಬಾರಿಯು ಐಸಿಎಲ್ ಚಾಂಪಿಯನ್ ಚೆನ್ನೈ ಸೂಪರ್ ಕಿಂಗ್ಸ್ ಜೊತೆ ಕೈಜೋಡಿಸಿದೆ.

ಚೆನ್ನೈ ಸೂಪರ್ ಕಿಂಗ್ಸ್ ಮತ್ತು ಟಿವಿಎಸ್ ಯುರೋಗ್ಲಿವ್ ದೇಶಾದ್ಯಂತ ಸಿಎಸ್‌ಕಿಯ ಅಪಾರ

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



ಸೀಲ್ ಮತ್ತು ಮಾರ್ಕೆಟಿಂಗ್, ಪಿ. ಮಾಧವನ್ ಮಾತನಾಡಿ, ತ್ರಿಚಕ್ರ ಲಿಮಿಟೆಡ್, ಯುರೋಗ್ಲಿವ್‌ಗೆ ಚೆನ್ನೈ ಸೂಪರ್ ಕಿಂಗ್ಸ್ ಜೊತೆ ಸಹಭಾಗಿತ್ವವನ್ನು ಹೊಂದಲು ಸಂತೋಷವಾಗಿದೆ. ಚರ್ಚಿ ಬ್ರಾಂಡಿಂಗ್ ಮತ್ತು ಸ್ಪಾನ್ಸರ್ ಶಿಪ್ ಯುರೋಗ್ಲಿವ್ ಹೆಸರು ಮತ್ತು ಅದರ ಗುರುತಿನ ಬಗ್ಗೆ ಬಾಹ್ಯಾತಿ ಮೂಡಿಸುತ್ತದೆ ಎಂದರು.



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

சென்னை ரூப்பர் 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, श्रीघक्रा लिमिटेडचे विक्री आणि विपणन ईव्हीपी असलेले श्री पी. माधवन यावेळी बोलताना म्हणाले, टीव्हीएस युरोग्रिपला चेन्नई सुपर किंग्जसह एकत्रित येऊन अतीशय आनंद होतो आहे. जर्सीच्या ब्रॅन्डिंग आणि प्रायोजकतेमुळे युरोग्रिप या ब्रॅन्डचे नाव आणि नजरत भरणारी ओळख ही चाहात्यांमध्ये 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 पिवळ्यारंगाच्या 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 நிறுவனத்துக்கும், செஸ்கே நிறுவனத்துக்கும் இடையே கையெழுத்தானது.

இந்த ஒப்பந்தத்தின்படி டிவிஎஸ் ஸ்ரீ சுக்ரா 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 இதவே 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 பிரிவு, ஸ்ரீசுக்ரா லிமிடெட், அர்வீந்த் சிங், தலைமை செயல் அதிகாரி, டிவிஎஸ் ஸ்ரீசுக்ரா லிமிடெட், கேஎஸ் விஸ்வநாதன், தலைமைச் செயல் அதிகாரி, சென்னை சூப்பர் கிங்ஸ் கிரிக்கெட் லிமிடெட், சாய் பிரகாஷ், தலைவர் சந்தைப்பிரிவு.

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

பிரிவு செயல் துணைத் தலைவர் பி.மாதவன் தெரிவித்தார்.

அடுத்த மூன்று ஆண்டுகளுக்கு மிகுந்த எதிர்பார்ப்புகளை ஏற்படுத்தவதாக இந்த கூட்டணி அமைப்பும் என்றும் மஞ்சள் நிற ஜெர்சிகர்கள் 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 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 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 વિજ્યુઅલ ઓળખ માટે જાગૃતિ અને ઓળખ વધારશે. અમે આ જોડાણ સાથે વેપાર અને અમારા ત્રાહકો માટે સહ-નિર્માણના ઉત્સાહક અનુભવો માટે તૃપ્ત છીએ. અમે ઈને બ્રાન્ડ્સ વચ્ચેનો શ્રેષ્ઠ તાલમેલ જોઈએ છીએ અને અમને વિશ્વાસ છે કે આ ભાગીદારી સીએસકે અને ટીવીએસ યુરોગ્રિપ ધંને 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 வாகனங்களுக்கான டயர் தயாரிப்பில் முதன்மை பிராண்டாகத்திகழும் TVS Eurogrip இதுவரை நான்கு முறைகளில் தொடரில் சேம்பியன் பட்டம் வென்ற Chennai Super Kings அணியின் அதிகாரப் பூர்வ முதன்மை ஸ்பான்சராக கைகொத்திருக்கிறது. அடுத்த மூன்று ஆண்டுகளுக்கு (2022-2024) இந்த கூட்டாண்மை ஒப்பந்தம் செயல்பாட்டில் இருக்கும். நாடெங்கிலும் Chennai Super Kings அணிக்கு மிகப்பெரிய தளவில் ரசிகர்கள் இருக்கின்றனர் என்பது யாவரும் அறிந்த ஒன்றே. CSK-ன் ரசிகர்களை இன்னும் ஆர்வத்தோடு ஈடுபாடு செயல்பட Chennai Super Kings மற்றும் TVS Eurogrip, பல்வேறு தொடர் முனைப்படுத்தல்களை மேற்கொள்ளவிருக்கின்றன. இந்த கூட்டாண்மை ஒப்பந்தமானது,



Chennai SuperKings-ன் புகழ்பெற்ற மஞ்சள் நிற ஜோசி - ன் முன்புறத்தில் TVS Eurogrip - ன் logo பிரதானமாக இடம்பெறும்படி செயல்படும், அனைத்து மிளிர் அணிகளுக்குள் மிகப்பெரிய மற்றும் பிரேமம் கொண்ட வீர ரசிகர்களின் அடித்தளத்தை சிவிரி கொண்டு நிற்கிறது. இந்த கூட்டாண்மை குறித்துப் பேசிய டி.வி.எஸ் ஸ்ரீசுக்ரா விமீடெட் - ன் திரு. பி.மாதவன், EVP - Sales & Marketing அவர்கள் "Chennai SuperKings அணியோடு இணைந்து செயல்படுவதில்

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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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. 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 દેશતાઆપશે. સીએસકે તમામ આઈપીએલ ટીમ્સમાં સૌથી વધુ અને સૌથી સામેલ પ્રશંસકોની સંખ્યા ધરાવે છે.

આ જોડાણ વિશે ટીવીએસ શ્રીચક્ર 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 દેશતાઆપશે. સીએસકે તમામ આઈપીએલ ટીમ્સમાં સૌથી વધુ અને સૌથી સામેલ પ્રશંસકોની સંખ્યા ધરાવે છે.

આ જોડાણ વિશે ટીવીએસ શ્રીચક્ર 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 દેશતાઆપશે. સીએસકે તમામ આઈપીએલ ટીમ્સમાં સૌથી વધુ અને સૌથી સામેલ પ્રશંસકોની સંખ્યા ધરાવે છે.

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. આ અમારા માટે એક ઉત્સાહપૂર્ણ તબક્કો (આગામી ત્રણ વર્ષ) હશે. અમે માનીએ છીએ કે આ ભાગીદારી પ્રશંસકો સાથે લાંબા ગાળાના સંબંધ બનાવવામાં અને દૂર સુધી તથા વ્યાપકપણે ફેલાવવામાં મદદ 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, ईवीपी 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 म्मतवहतपच 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 ब्रेक और जैट म्मतवहतपच 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 चार 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। एच.ए. 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

,"TVS Eurogrip Chennai Super Kings के साथ जुड़कर प्रसन्नता का अनुभव हो रहा है। जर्सी 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 : "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 ટ્વી 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 ટી 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 ટેસ્ટબરમાં સીએસકેના મોટી સંખ્યાના પ્રશંસકોને સામેલ કરવા માટે ઘણી પહેલો રજૂ કરશે. આ ભાગીદારી ટીવીએસ યુરોગ્રિપને ચેન્નઈ સુપર કિંગ્સની પ્રસિદ્ધ પીળી જર્સીની આગળના ભાગ પર દેશવતા 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 તૃપ્ત 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 બ્રાન્ડ 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 જસીની 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. જસી 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 લાભદાયકનીવડશે.”

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

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**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

**WIMMY KAMATH**

**Y**ou're all set to head to a meeting, and find the car won't start: the fantasy's dead, and you find yourself wondering how a flat tyre in Madhav's driveway that will a few years ago, a replacement fantasy or a tyre was a purchase made as a grade-crushing goal but that a fantasy or tyre has failed you at the wrong time. But the work for a brand is to be top of mind when the rider is looking to replace a tyre.

Madhav, TVS Srichakra's EVS sales & marketing, says today the millennial customer is getting their reward where a low-maintenance product like a tyre is concerned, delving into the web for product information and comparing across brands. "While the product is still a low-maintenance one, what's changing is that people are researching more before making a decision. 80-90 per cent are in the 25-40 year age group," he says.

Since the brand was re-launched as TVS Eurogrip in August of 2018, 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 'tyres for a country full of turns' TVS Eurogrip, played out during the Q1, as well as the World T-20 tournament.

**Launching Eurogrip**

Brands consistently seek out that one potential niche 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, avoiding or avoiding something on the road. This was an important insight and been that, rather the "Turn Story", explains Madhav.



When asked about the look for the brand to be top-of-mind when a rider needs replacement tyres, right from motor bikes, scooters to even a truck, adds Ganesh, while TVS Srichakra makes two and three-wheeler tyres as well as off-highway tyres, it has around 100 of car tyres.

**Behind the name change**

The company changed the branding from TVS Tyres to TVS Eurogrip as existing brand it had on its portfolio including what incorporated the brand name change. Madhav says, that the ecosystem of today has changed drastically. "Gone are the days where people used two-wheelers for peak concrete, during the work it is going on work and back and forth. The overall usage, which has increased drastically over the years. The new age millennial has evolved, especially in the last 10-15 years, and we believed that we needed to rethink ourselves and to get there early in their life stage," he says.

The TVS Eurogrip brand with its over 80 countries and leading an edge to its international presence in 10000 countries that TVS Srichakra has set up in Milan, Italy where design engineers in collaboration with the Italian team create tyre design for some of the Indian and all the world markets is operated in. "The brand name is the right choice as the 'Euro' part brings in the international focus and also resonates with the work that we do while the functional aspect of 'grip' being highlighted. The existing flag in the mind of the user is to depict the performance 'grip'," adds Madhav. "In the past couple of years, the tyre brand saw a 40 per cent increase in brand awareness and brand consideration over the last 10-15 years. Awareness of Eurogrip and brand strength - ARB, Pace, etc. - says that the brand name Eurogrip could be in the brand into a single-product attribute of road grip. "But, a double barrel brand name has to be simpler to pronounce, opt for the brand," he says. He points out that if the company had to launch sub-brands under TVS Eurogrip, then a could be even more of a successful, also adding that TVS itself is a strong brand name in the Indian context.

Hemant, Kanika Ganesh

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

To give a big push to its brand, too, says TVS Eurogrip signed up as the principal sponsor for CMCA's three-year multi-event contract. "It's 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 work a property for a particular period of time for the brand to sink in. The millennial who we are addressing are mostly searching online and wishes opens a cricket which dominates" explains Madhav.

TVS looked at the value and value it was offering that resonated with the brand of TVS and very few more matched, the top it was with CM. "My effort was the last thing that was on the pending order, it was more on the value for, how they have their own brand, how they have been with the tyre over the years. Being a national brand, we wanted the partners to also have a reach across India and CM played out really well," elaborates Madhav.

The TVS Eurogrip logo will be seen on the front of the official yellow jersey of the team for the 2022-2024 seasons. Apart from the sponsor brand of jersey, other key deliverables are player rights for brand communication and promotional in-stadia branding elements and tickets and trade engagements. The contract was signed by CM with help from TVS Eurogrip, a 'top' brand as well.

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 નવમ્બર

આંધ્રની અરવલ્લી હી અને ત્રણ વર્ષની વાલનની ટાપર સાથે ટીવીએસ યુરોગ્રિપે આગામી ત્રણ વર્ષ (૨૦૨૧-૨૦૨૪) માટે મુમ્બઈ-ચેન્નઈ તરીકે ચાર વખત આઈપીએલ લેગેન્ડર રોકી વેસ્ટર્ન ટુપર ટિમ્સ સાથે સાથે જિલ્લા છે. વેસ્ટર્ન ટુપર ટિમ્સ અને ટીવીએસ યુરોગ્રિપ દેશભરમાં સીમેન્ટોના ખોટી સંખ્યાના પ્રદર્શનોને સામેલ કરવા માટે વર્ષી પહેલો રજૂ કરશે. આ આયોજાવી ટીવીએસ યુરોગ્રિપને વેસ્ટર્ન ટુપર ટિમ્સની પ્રક્રિયા ધીની જર્સીની આગળના ભાગ પર દસ્તાવે આપશે. સીમેન્ટેકે તમામ આઈપીએલ ટીમ્સમાં સીધી વડુ અને સીધી સામેલ પ્રદર્શનોની સંખ્યા ધરાવે છે.

આ જોડાણ વિશે ટીવીએસ ટીમ્સ ટિપ્પણીના ડિવિઝન-સેલ અને માર્કેટિંગ ડી.પી. માણને જણાવ્યું હતું કે "ટીવીએસ યુરોગ્રિપ વેસ્ટર્ન ટુપર ટિમ્સ સાથે જોડાણ કરીને આનંદ અનુભવે છે. જર્સી પ્રક્રિયા અને સ્પોન્સરશીપ અસાદી યુરોગ્રિપ આનંદ અને વિસ્તૃત્ત આગળ માટે જાણીતા અને આગળ સહાયો. અને આ જોડાણ સાથે વેપાર અને અભ્યાસ સાથે મોટે ભાગે નિર્મિતિના ઉત્સાહક અનુભવો માટે તૃપ્ત કરીને, અમેમને આનંદ વધેનો શ્રેષ્ઠ સામેલ જોઈને કરીને અને અપને વિશ્વાસ છે કે આ આયોજાવી સીમેન્ટેકે અને ટીવીએસ યુરોગ્રિપ ધરને સાથે સાથે નીવડશે."

આ વિષયક અંગે વેસ્ટર્ન ટુપર ટિમ્સ ક્રિકેટ ટિપ્પણીના સીઈઓ ડી.કે.એલ. વિશ્વાનાથને જણાવ્યું હતું કે "અમે ટીવીએસ યુરોગ્રિપને અભ્યાસ મુખ્ય સ્પોન્સરનાં રૂપમાં સાથે કરીને આનંદ અનુભવીને કરીને અને અમે સુપર ટિમ્સ પરિવારમાં તેમનું સ્વાગત કરીને કરીને, આ અભ્યાસ માટે એક ઉત્સાહપૂર્ણ તબક્કો (આગામી ત્રણ વર્ષ) હશે. અમે આનીમે કરીને કે આ આયોજાવી પ્રદર્શનો સાથે આ અભ્યાસ સંબંધિત વાતચાત અને દૂર સુધી તમા આપણને દેશવવામાં થઈ 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. 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 थी-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 वइस 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 मिल गया है। चेन्नई सुपर किंग्स 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 फीली 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

**ख़ास**

लखनऊ। टीवीएस यूरोग्रिप ने अगले तीन वर्षों (2022-2024) के लिए चार चार की आईपीएल चैम्पियन रह चुकी चेन्नई सुपर किंग्स के साथ मुख्य प्रायोजक के रूप में हथ 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 पीले जर्सी के अगले हिस्से पर टीवीएस यूरोग्रिप का नाम होगा। सीएसके ने आईपीएल में हिस्सा लेने वाली सभी टीमों के मुकामले सबसे ज्यादा तावर में प्रशंसक वर्ग को जोड़ रखा है।

इस सहयोग के बारे में बोलते हुए, टीवीएस श्रीचक्र लिमिटेड के एक्जीक्यूटिव 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। 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 सीएसके और टीवीएस यूरोग्रिप दोनों के लिए लाभकारी होगी। इस साझेदारी पर बोलते हुए चेन्नई सुपर किंग्स के मुख्य कार्यकारी अधिकारी (सीईओ) केएस विधानथन 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 DECEMBER  
EDITION: SANGRUR

## 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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NEWS / SPORTS NEWS / CRICKET NEWS / IPL 2021 NEWS / TVS Eurogrip Becomes Principal Sponsor Of Chennai Super Kings

## TVS Eurogrip becomes principal sponsor of Chennai Super Kings

Mamtha Asokan / TNN / Nov 23, 2021, 22:13 IST

**ARTICLES**

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-  TVS Eurogrip is the principal

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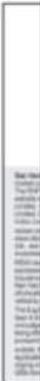
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## IPL: TVS Eurogrip is the principal sponsor for Chennai Super Kings

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



LA

The screenshot shows the top portion of a news article on the Economic Times website. At the top, the site's logo 'THE ECONOMIC TIMES' is displayed in a serif font, with 'Industry' in a bold sans-serif font to its right. Below the logo, it says 'English Edition | E-Paper'. In the top right corner, there are buttons for 'Subscribe' and 'Sign In', and a small red banner for 'ET Prime Special Offer'. A navigation bar below the logo contains various categories: Home, ETPrime, Markets, News, Industry, RISE, Politics, Wealth, MF, Tech, Jobs, Opinion, NRI, Panache, ET NOW, and More. A search icon is on the far right. Below the navigation bar, a breadcrumb trail reads: 'Business News > Industry > Services > Advertising > TVS Eurogrip becomes principal sponsor of Chennai Super King'. The main headline is 'TVS Eurogrip becomes principal sponsor of Chennai Super King' in a large, bold, black serif font. Below the headline, it says 'ET Bureau · Last Updated: Nov 23, 2021, 07:42 PM IST'. To the right of the update time are icons for 'SHARE', 'FONT SIZE', 'SAVE', 'PRINT', and 'COMMENT'. Below the headline, there is a 'Synopsis' section with a light orange background. The synopsis text reads: '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.' To the left of the synopsis is an advertisement for Chennai Super Kings, featuring a lion's head and the text 'CHENNAI SUPER'. To the right of the synopsis is another advertisement for a water filter, with the text 'CLEANER WATER FOR MEGACITIES. WHAT'S THE CLEAR SOLUTION? TEAMWORK. DISCOVER MORE >'. The bottom left corner of the screenshot shows a small URL: 'm.googleadservices.com...'

**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>



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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

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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>



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## 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 positive impact on both 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 a news article on the Moneycontrol website. At the top, there is a navigation bar with the Moneycontrol logo and various market-related links. The article title is "TVS Eurogrip signs up for some 'yellove', as principle sponsor of CSK for next three years". Below the title 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 below the sub-headline. The page features a colorful banner at the bottom with 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

moneycontrol

Portal: Financial Express

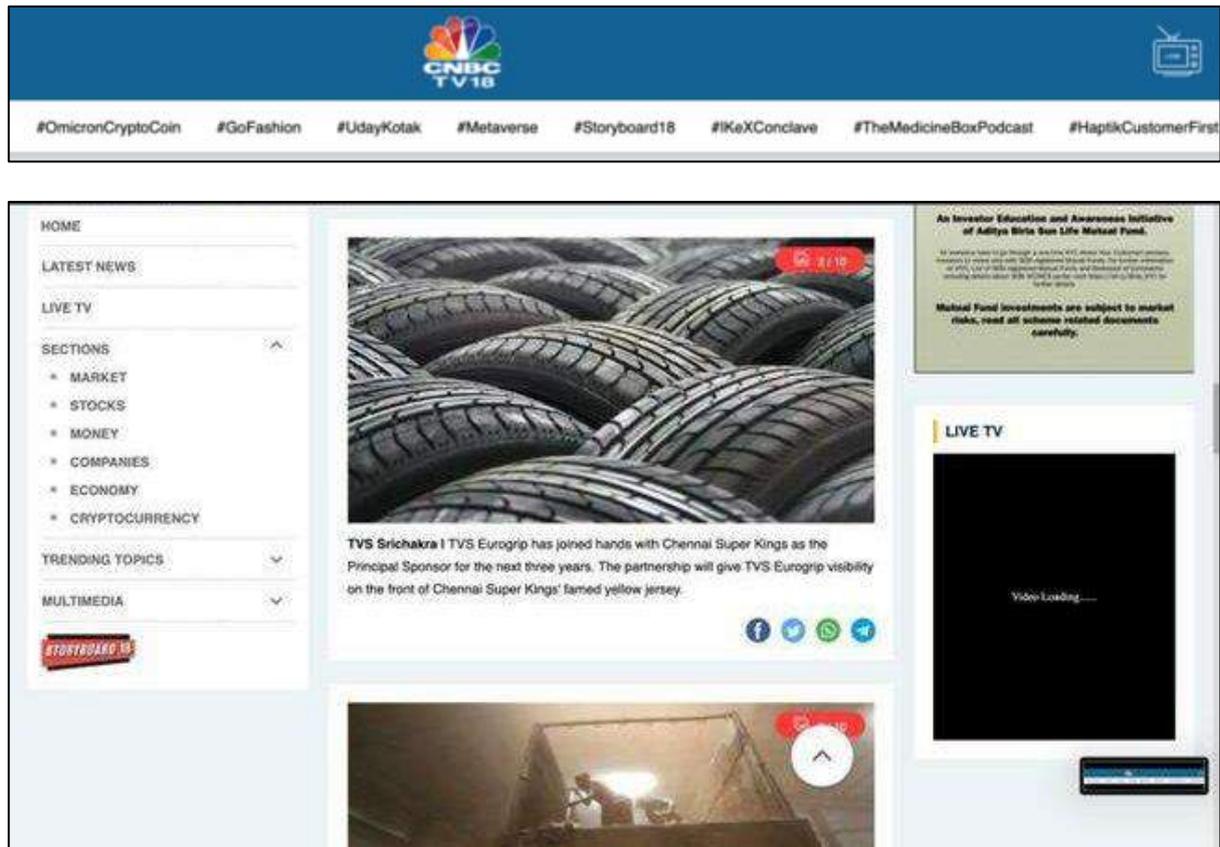
URL: <https://www.financialexpress.com/brandwagon/tvs-eurogrip-becomes-principal-sponsor-of-chennai-super-kings-for-three-years/2374687/>



The image is a screenshot of a news article on the Financial Express website. The article is titled "TVS Eurogrip becomes principal sponsor of Chennai Super Kings for three years" and is dated November 23, 2021. The article includes a sub-headline: "The partnership will give TVS Eurogrip visibility on the front of Chennai Super Kings' jersey". Below the text is a photograph of four men standing in front of a backdrop featuring the Chennai Super Kings and TVS Eurogrip logos. One man is holding a white box with the TVS Eurogrip logo. To the right of the article is an advertisement for a "bodor Plate Laser Cutting Machine" with the tagline "Working On All Metal". The website's navigation bar at the top includes "FINANCIAL EXPRESS" and various news categories like "HOME", "INDIA NEWS", "MARKETS", "STOCKS", "HEALTH", "ECONOMY", "MONEY", "AUTO", "INFRA", "SME", "BRANDWAGON", and "US STOCKS".

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-specialty-balaji-amines-11572382-2.htm>



The screenshot displays the CNBC TV18 website interface. At the top, there is a blue navigation bar with the CNBC TV18 logo and a TV icon. Below the bar, a row of social media-style hashtags is visible: #OmicronCryptoCoin, #GoFashion, #UdayKotak, #Metaverse, #Storyboard18, #iKeXConclave, #TheMedicineBoxPodcast, and #HaptikCustomerFirst.

The main content area is divided into several sections. On the left, a vertical sidebar contains navigation options: HOME, LATEST NEWS, LIVE TV, SECTIONS (with sub-items: MARKET, STOCKS, MONEY, COMPANIES, ECONOMY, CRYPTOCURRENCY), TRENDING TOPICS, and MULTIMEDIA. A 'Storyboard 18' logo is also present in this sidebar.

The central focus is a news article featuring a large image of stacked tires. The article text reads: "TVS Srichakra | TVS Eurogrip has joined hands with Chennai Super Kings as the Principal Sponsor for the next three years. The partnership will give TVS Eurogrip visibility on the front of Chennai Super Kings' famed yellow jersey." Below the text are social media sharing icons for Facebook, Twitter, WhatsApp, and Telegram.

To the right of the article, there is a green box with the text: "An Investor Education and Awareness Initiative of Aditya Birla Sun Life Mutual Fund. Mutual Fund investments are subject to market risks, read all scheme related documents carefully." Below this is a 'LIVE TV' section with a black video player area and the text "Video Loading...".

At the bottom of the article, there is a smaller image showing a person working in a dark, industrial setting, possibly a factory or construction site.

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(Formerly India Infoline Limited)

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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>

## NEWS 18 CRICKETNEXT

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<b>2nd Test - 29 - 03 Dec.</b> • STUMPS SL vs WI 204/10 (61.3) RR 3.31 vs 69/1 (29.4) RR 2.32 Galle International Stadium, Galle	<b>Match 9 - 24 November, Wed.</b> • MATCH ENDED SOC vs BBL 60/9 (10.0) RR 6.00 vs 61/0 (7.3) RR 8.13 Marsa Sports Club, Marsa, Malta	<b>Match 17 - 26 November, Fri.</b> • MATCH ENDED SOC vs MTD 39/2 (4.0) RR 9.75 vs 45/0 (2.0) RR 22.5 Marsa Sports Club, Marsa, Malta
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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
- FOLLOW US ON: [Facebook](#) [Twitter](#) [Instagram](#)  
[Telegram](#) [Google News](#)



The screenshot shows the Equity Bulls website interface. At the top, there are banners for 'bigbasket A TATA Enterprise' and 'Limitless FREE DELIVERIES'. Below the banners is a navigation menu with links for 'Mutual Funds', 'Commodities', 'Research', 'Tax Planning', 'IPO', 'Our Team', and 'Contact Us'. A search bar is visible on the left side. 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 '2021-11-23 23:21:06 (Time Zone: IST)'. The text of the article describes the partnership between TVS Eurogrip and Chennai Super Kings for the next three years (2022-2024). A quote from Mr. P. Madhavan, EVP - Sales & Marketing, TVS Srichakra Limited, is also included.

**Stock Report**

## TVS Eurogrip becomes Principal Sponsor of Chennai Super Kings

Posted On: 2021-11-23 23:21:06 (Time Zone: IST)

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

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>

 **United News of India**  
India's Multi Lingual News Agency  
Tuesday, Nov 30 2021 | Time 21:38 Hrs(IST)



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India World Sports Business & Economy Entertainment States Parliament

**Sports**

Posted at: Nov 23 2021 7:34PM



**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 the Zee News website interface. At the top, there is a red navigation bar with the Zee News logo and various menu items like 'Live TV', 'Latest News', 'India', 'US News', 'Buzz', 'Photos', 'Business', 'Entertainment', 'People', 'Cricket', 'World', 'States', and 'Viral News'. Below this, a 'BREAKING' banner displays news items such as 'sics question' and 'No 'Omicron' case detected in India yet; Karnataka says sample of SA returnee 'different from Delta''. The main content area features a breadcrumb trail 'News > Sports > Cricket' and a 'CRICKET' category label. The headline reads '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/>



The screenshot shows the Medianews4u.com website. At the top, there is a navigation menu with categories like MEDIA, DOWNLOAD TSS 2021, TELEVISION, ADVERTISING, RADIO, OTT, PRINT, CABLE & DTH, BRAND STORIES, and LEADER. A prominent orange banner reads "IT'S CHRISTMAS & MALAYALIS HAVE NEVER FELT THIS NEW!". Below this, there are two featured articles on the left and a main article on the right. The main article is titled "TVS Eurogrip becomes Principal Sponsor of Chennai Super Kings" and is dated November 23, 2021. It includes a photo of four men standing in front of a backdrop with logos for TVS Eurogrip and Chennai Super Kings.

**medianews4u.com**

MEDIA ▾ DOWNLOAD TSS 2021 TELEVISION ADVERTISING ▾ RADIO OTT PRINT CABLE & DTH BRAND STORIES LEADER

**IT'S CHRISTMAS & MALAYALIS HAVE NEVER FELT THIS NEW!**

**Consent and transparency will be key identity solutions in the new privacy-centric era: Vishal Mukesh Parekh, Yahoo**  
NOVEMBER 29, 2021

**AdYogi helps brands to scale revenues rapidly while maintaining good profitability: Anshuk K. Aggarwal**  
NOVEMBER 29, 2021

Home > Featured

## 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/>



**MEDIABRIEF** HOME MEDIA ▾ PODCASTS ▾ DIGITAL ▾ LEADERBRIEF

THE GOOD STUFF ▾

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

f t in w p e p

**MEDIABRIEF** PRINCIPAL SPONSOR TVS EUROGRIP CHENNAI SUPER KINGS PRINCIPAL SPONSOR TVS EUROGRIP CHENNAI SUPER KINGS PRINCIPAL SPONSOR TVS EUROGRIP CHENNAI SUPER KINGS

PRINCIPAL SPONSOR

Portal: APN News

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



Thursday, November, 2021 | Today's Market | Current Time: 02:47:45

EDITORIAL | NEWS | BUSINESS | TECH & INDUSTRY | ENTERTAINMENT | NEW PRODUCTS | EDUCATION | HEALTH

SEARCH

CORPORATE NEWS

Previous story: EuroSchool organizes storytelling workshop in association with renowned filmmaker Krish Jagarlamudi

Next story: Social commerce platform Coutlook launches 'Automatic Bargaining' for shoppers

## 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/>

# The Outreach

HOME CORPORATE COMPANIES EMPLOYMENT ENTREPRENEURSHIP MARKET



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.iccricketschedule.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 left is the logo "ICC CRICKET SCHEDULE". To the right is an advertisement for Google with a "Stop seeing this ad" button. Below the logo is a navigation menu with "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 main headline reads "IPL 2022: Tyre Manufacturer TVS Eurogrip becomes CSK's principal sponsor for the next three IPL". A quote follows: "TVS Eurogrip is delighted to associate with Chennai Super Kings, says P Madhavan, EVP - Sales & Marketing, TVS Srichakra Limited." Below the quote is the byline "By ICS News Desk - November 24, 2021" and a comment count of "0". At the bottom of the article are social media sharing icons for Facebook, Twitter, Pinterest, and WhatsApp. The bottom of the page is partially obscured by 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/>



World Technology Sports Health Business Fashion

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



Portal: Newsdeal.in

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



The image is a screenshot of a news article on the NewsDeal website. At the top left is the NewsDeal logo with the tagline 'Stay Updated With Latest News & Deals'. To the right is a 'SellRight by Spinny' advertisement with the slogan 'BEAT THE PRICE SELL YOUR CAR BEFORE TIME'. Below the header is a navigation menu with categories: HOME, LATEST, WORLD, INDIA, BUSINESS (highlighted), AUTOMOBILES, ENTERTAINMENT, LIFESTYLE, and SPORTS. The article's breadcrumb trail reads '# Home / BUSINESS / TVS Eurogrip becomes principal sponsor of Chennai Super Kings for three years'. The main headline is 'TVS Eurogrip becomes principal sponsor of Chennai Super Kings for three years'. Below the headline, it says '7 days ago' and 'Last Updated: November 23, 2021'. There are icons for social media and a '2 minutes read' indicator. The main image shows four men standing in front of a backdrop with the Chennai Super Kings and TVS Eurogrip logos. One man is holding a framed certificate or document. Below the image, a caption reads: 'Chennai Super Kings and TVS Eurogrip will launch a series of initiatives to engage the large fan base of CSK across the country'.

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# Home / BUSINESS / TVS Eurogrip becomes principal sponsor of Chennai Super Kings for three years

BUSINESS

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

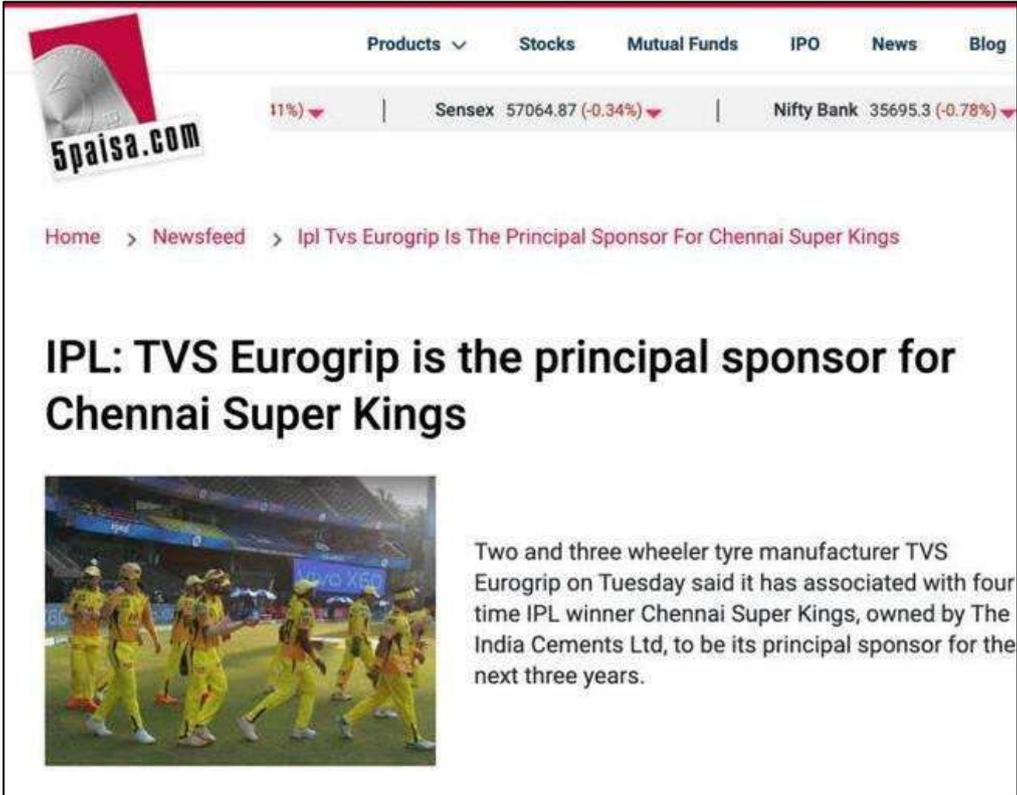
7 days ago Last Updated: November 23, 2021 135 2 minutes read



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

URL: <https://www.5paisa.com/newsfeed/ipl-tvs-eurogrip-is-the-principal-sponsor-for-chennai-super-kings/NjkzMg==>



The screenshot shows a news article on the 5paisa.com website. The page features a navigation bar with links for Products, Stocks, Mutual Funds, IPO, News, and Blog. A market summary section displays the Sensex at 57064.87 (-0.34%) and Nifty Bank at 35695.3 (-0.78%). The article title is "IPL: TVS Eurogrip is the principal sponsor for Chennai Super Kings". Below the title is a photograph of Chennai Super Kings players in their yellow uniforms on the field. The article text states that TVS Eurogrip, a two and three wheeler tyre manufacturer, has associated with the four-time IPL winner Chennai Super Kings, owned by The India Cements Ltd, to be its principal sponsor for the next three years.

Products ▾ Stocks Mutual Funds IPO News Blog

11% ▾ | Sensex 57064.87 (-0.34%) ▾ | Nifty Bank 35695.3 (-0.78%) ▾

5paisa.com

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 PakkiKhabar website interface. At the top left is the PakkiKhabar logo. To its right is a promotional 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 menu with links: Home, National, World, Live, State, IPL 2021, Sports, and More. The article breadcrumb is "Home > More > Sports". The section is titled "MORE SPORTS". The main headline is "TVS Eurogrip becomes principal sponsor of Chennai Super Kings". The byline reads "By PakkiKhabar · November 23, 2021" and shows 12 views and 0 comments. Below the article are social media sharing buttons for Facebook, Twitter, Pinterest, and WhatsApp. At the bottom is a photograph of four men standing in front of a backdrop that features the TVS Eurogrip logo and the Chennai Super Kings logo, with the text "PRINCIPAL SPONSOR" repeated.

Portal: Orissa Diary

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

BUSINESS SPORTS

# TVS Eurogrip becomes Principal Sponsor of Chennai Super Kings

November 23, 2021



com/category/top-news/

Portal: The Greater India

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

HOME TRENDING STORIES TOP NEWS TECHNOLOGY EDUCATION OPINION ASTROLOGY EDITORIAL

Home > News > Business

## TVS Eurogrip turns into principal sponsor of Chennai Super King

 by TGI News - November 23, 2021 In Business 



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.

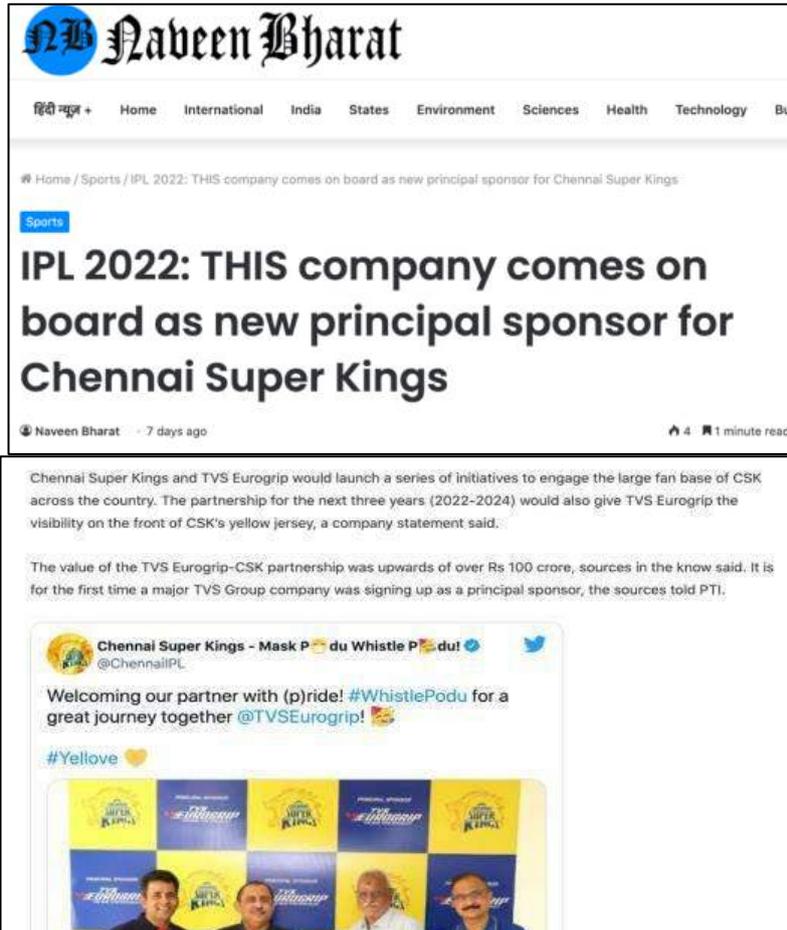
are the makers of TVS Eurogrip model of tyres which manufactures and exports two, three-wheeler tyres and off-highway tyres. Incorporated in 1982, it is among the flagship corporations of the \$8.5 billion TVS Group.

"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 image is a screenshot of a news article on the InsideSport website. At the top, there is a blue header with the 'INSIDESPORT' logo and the tagline 'PLAY WITH US A Venture of Sporty Solutionz'. To the right of the header is a 'betway' advertisement with the text 'GET 100% B ₹60,000, ON' and '18+ T&C Apply'. Below the header is a navigation menu with categories: 'SPORTS BUSINESS', 'IND VS NZ 2021', 'CRICKET', 'ISL 2021-22', 'IPL 2022', and 'FOOTBALL'. The main headline of the article 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 of the article is a photograph of four men standing in front of a backdrop. The backdrop features the 'CHENNAI SUPER KINGS' logo and 'TVS EUROGRIP' branding. The men are dressed in dark blue and white shirts.

Portal: Naveenbharat.in

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



**NB Naveen Bharat**

हिंदी न्यूज़ + Home International India States Environment Sciences Health Technology Bu

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

Beyond The Region

**BREAKING NEWS**

I hesitate to take govt contracts if predecessors' offers arbitrarily undone: SC



Centre seeks names of 5 farmers' leaders to debate MSP and diff



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

2 min read

[Twitter](#) [Facebook](#)

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

### RECENT POSTS

Not taken Covid jab? No free remedy



Portal: Latestly.com

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



The screenshot shows a news article on the LatestLY website. At the top, the date is "November 30, 2021" and the category is "Latest Stories". The LatestLY logo is prominently displayed. Below the logo, there are navigation tabs for "CKLY", "# SOCIALLY", "TRENDING", "CRYPTO", "INDIA", "WORLD", "TECH", "SPORTS", and "ENTERTAINME". The article title is "India News | TVS Eurogrip is the Principal Sponsor for Chennai Super Kings". The sub-headline reads: "Get latest articles and stories on India at LatestLY: : 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 are social media sharing icons for Facebook, Twitter, WhatsApp, LinkedIn, and Email. At the bottom, there is a section for "Agency News" with the source "PTI | Nov 23, 2021 06:26 PM IST" and a font size selector "A- A+". A small image of a temple gopuram is visible at the bottom left of the article content area.

Portal: BusinessJournal.in

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



The screenshot shows the Business Journal website interface. At the top, there is a navigation bar with the text "Create the website of your dreams NEWSPAPER THEME" and a "BUY NOW" button. The main navigation menu includes "NATIONAL", "INTERNATIONAL", "COMPANIES", "CURRENT AFFAIRS", "INDUSTRY", and "ECONOMY". The article title is "CSK ropes in TVS Eurogrip as principal sponsor in over Rs 100-crore deal-Business Journal". The byline is "By BUSINESS JOURNAL - November 23, 2021". The article text is as follows:

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/thebrand/ partnership will benefit both CSK and TVS Eurogrip."



Perfect Relations

The Science of Image Management  
Portal: [iplt20.com](http://iplt20.com)

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

A screenshot of a news article on the website IPL20NEWS.COM. The article title is "TVS Eurogrip is the principal sponsor for Chennai Super Kings - THE WEEK". It includes social media sharing icons for Facebook, Twitter, WhatsApp, and Telegram. Below the title is a large image of the IPL trophy with "VIVO" branding. A "Read Entire Article" button is visible below the image. The breadcrumb trail at the bottom reads: "Homepage > Chennai Super Kings > TVS Eurogrip is the principal sponsor for Chennai Super Kings - THE WEEK".

Search the web..

IPL20NEWS.COM

## TVS Eurogrip is the principal sponsor for Chennai Super Kings - THE WEEK

1 week ago 54

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TVS Eurogrip is the principal sponsor for Chennai Super Kings - THE WEEK

[Read Entire Article >](#)

Homepage > Chennai Super Kings > TVS Eurogrip is the principal sponsor for Chennai Super Kings - THE WEEK

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

Last updated : Nov 25, 2021 16:11

Nov 23, 2021 17:11 | SportzPower Team



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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.

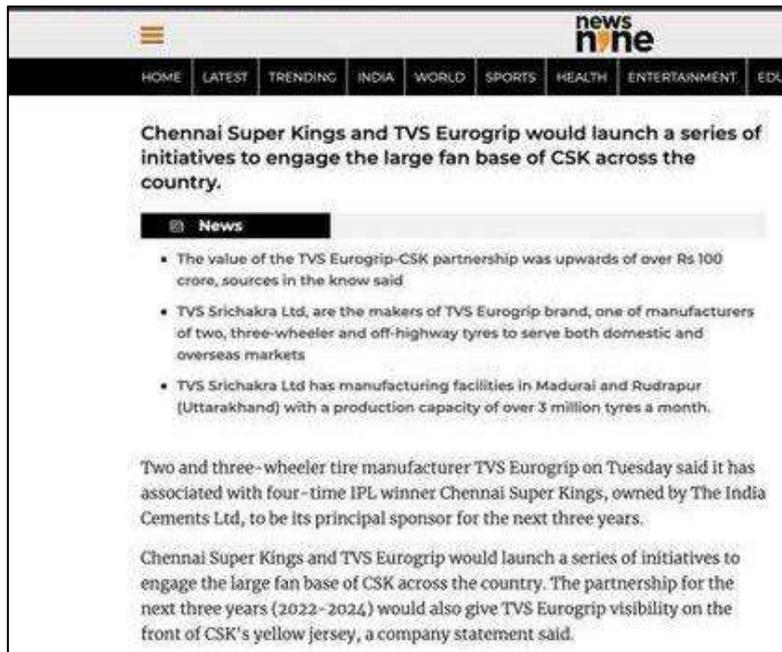
The deal is reportedly expected to be in the range of Rs 90 crore for three years.

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

Portal: Sansa Prime

URL: <https://sansaprime.news/tvs-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 title is "TVS Eurogrip is the principal sponsor for Chennai Super Kings; deal value pegged at over Rs 100 crore | Cricket News – Times of India". The article is dated November 23, 2021. Below the article title, there are social media sharing icons for Facebook, Twitter, Pinterest, and WhatsApp. The article content includes a sub-headline: "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 (@ChennaiPL) that reads: "Welcoming our partner with (p)ride! #WhistlePodu for a great journey together @TVSEurogrip! #Yellove". The tweet includes a video thumbnail showing the Chennai Super Kings logo and the TVS Eurogrip logo.



The screenshot shows a news article on the News9live website. The page has a dark header with the 'news 9 live' logo and navigation links: HOME, LATEST, TRENDING, INDIA, WORLD, SPORTS, HEALTH, ENTERTAINMENT, and EDUCATION. The main headline reads: '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 headline is a sub-section titled 'News' with a list of bullet points:

- 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/>



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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## 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.

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

@ChennaiPL

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

#Yellove 🏡



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/>

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Finance

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

Madeleine Bruder · 1 week ago

2 minutes read

A photograph showing four men standing in front of a backdrop for the Chennai Super Kings cricket team. The backdrop is a grid of blue and yellow squares, each featuring the 'TVS Eurogrip' logo and 'PRINCIPAL SPONSOR' text. The men are dressed in business-casual attire. The man in the center is holding a white commemorative plaque with the TVS Eurogrip logo. There are two tires on stands on either side of the group, and small floral arrangements on the table in front of them.

Portal: Ajmer Life

URL: <https://ajmerlife.com/tvs-eurogrip-becomes-principal-sponsor-of-chennai-super-kings-36505.html>

AjmerLife.com

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### TVS Eurogrip becomes principal sponsor of Chennai Super Kings

THE TIMES OF INDIA 1 week ago @ 23





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.

Welcoming our partner with (p)ride! #WhistlePodu for a great journey together @TVSEurogrip! 🟡 #Yellow 🇮🇳

Portal: Vartahub.com

URL: <https://www.vartahub.com/2021/11/23/ipl-tvs-eurogrip-is-the-principal-sponsor-for-chennai-super-kings/>



The screenshot shows the Vartahub website interface. At the top left is the Vartahub logo, a colorful square with a white cross. To its right is the text 'VARTAHUB'. In the top right corner, there is a small 'Banner Ad' icon. Below the logo is a red navigation bar with white text for various categories: LANGUAGES, BREAKING NEWS, WORLD NEWS, POLITICS, ASTROLOGY, BUSINESS, EDUCATION AND CAREER, and SPORTS. Below the navigation bar is a breadcrumb trail: Home / 2021 / November / 23 / IPL: TVS Eurogrip is the principal sponsor for Chennai Super Kings. The main content area has a 'SPORTS' category label. The article title is 'IPL: TVS Eurogrip is the principal sponsor for Chennai Super Kings'. Below the title is the date 'November 23, 2021 / vartahub' and a row of social media sharing icons for Facebook, Twitter, WhatsApp, LinkedIn, Instagram, and Print. The article text begins with: ': 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.' The text continues: '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: FMLive.in

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



#### 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.

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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/>

# The Madras Tribune

CHENNAI ENTERTAINMENT FEATURED INDIA NEWS OPINION POLITICS SPORTS

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.



Chennai Super Kings - Mask Podu Whistle Podu  
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Welcoming our partner with (p)ride! #WhistlePodu for a great journey together @TVSEurogrip!

#Yellow

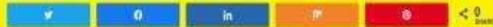
Portal: [BhartiyaNews24\\*7.com](https://BhartiyaNews24*7.com)

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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

© November 23, 2021



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 (2023-2024) would also give TVS Eurogrip the visibility on the front of CSK's yellow jersey, a company statement said.



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Portal: FastReviews.com

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

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

1 week ago admin No Comments

Portal: Indore Mirror

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

## INDORE MIRROR



मुख्य खबरें प्रशासन एजुकेशन बिजनेस धर्म/समाज स्वास्थ्य खेल क्रा

### TVS Eurogrip becomes Principal Sponsor of Chennai Super King

Posted on November 23, 2021 by Indore Mirror



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

Chennai, 23<sup>rd</sup> 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>

The image is a screenshot of a news article on the ABP Live website. At the top, there is a navigation bar with the 'abp LIVE' logo on the left and icons for 'TV', 'Videos', 'Podcast', and 'Games' on the right. Below this is a secondary navigation bar with links for 'HOME', 'ELECTION 2022', 'CRICKET', 'PHOTOS', 'VIDEOS', 'अनकट', 'LATEST NEWS', 'ENTERTAINMENT', and 'INDIA'. The article's breadcrumb is 'Home / Auto'. The main headline is 'TVS Eurogrip Is Principal Sponsor For Chennai Super Kings, Signs Three-Year Deal'. To the left of the headline are social media sharing icons for Facebook, Twitter, WhatsApp, and a red 'भार' icon. Below the headline is a sub-headline: 'Chennai Super Kings and TVS Eurogrip will launch a series of initiatives to engage the large fan base of the franchise.' At the bottom left of the article, it says 'By: ABP Live Focus | Updated : 29 Nov 2021 08:23 PM (IST)'. At the bottom right, there is a 'FOLLOW US:' section with icons for Instagram and Google+. The main image of the article shows four men standing in front of a backdrop. The backdrop is a grid of yellow and blue squares. The yellow squares feature the Chennai Super Kings logo, and the blue squares feature the TVS Eurogrip logo. The text 'PRINCIPAL SPONSOR' is visible above the TVS Eurogrip logos. The four men are dressed in a mix of dark jackets and light-colored shirts.

Portal: Nai Dunia

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

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## TVS Eurogrip Chennai Super Kings का मुख्य प्रायोजक बना

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Publish Date: | Thu, 02 Dec 2021 03:37 PM (IST)



Portal: Adgully

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



The screenshot shows a news article on the Adgully website. The page features a navigation bar with categories like ADVERTISING, MARKETING, MEDIA, PR, EXCLUSIVES, EVENTS, MOSEX 2021, and LEADER 2.0-2021. The main headline is "TVS Eurogrip becomes Principal Sponsor of Chennai Super Kings". Below the headline is a photograph of four men standing on a stage, with one man holding a trophy. To the right of the photo is a text snippet: "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..." On the left side, there is a sidebar with social media share buttons (Facebook, Twitter), a "MARKETING" tag, and a "3 MINUTES TO READ" indicator. At the bottom left, it says "ADGULLY BUREAU @adgully" and "Years in the domain of Advertising, Marketing, Media and Business of Entertainment". On the right side, there is a "Your Email" field with a "subscribe" button and a promotional banner for "ILLEGAL" on the "voot select" streaming platform.

Portal: BusinessNewsthisweek

URL: <http://businessnewsthisweek.com/business/vs-eurogrip-becomes-principal-sponsor-of-chennai-super-kings/>



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HOME > BUSINESS > VS Eurogrip becomes Principal Sponsor of Chennai Super Kings

## VS Eurogrip becomes Principal Sponsor of Chennai Super Kings

On November 24, 2021 | By Resha Nair | Business Sports | 0

Between both the brands and the owners that the partnership will benefit both CSK and TVS Eurogrip. The association will increase awareness and recognition for the Eurogrip brand name and logo identity. The logo formula to co-brand Eurogrip is designed to associate with Chennai Super Kings. The jersey branding and sponsorship will be about the association. Mr. B. Madhavan, ELP - Sales & Marketing, TVS Group Limited said.

Chennai Super Kings, famed yellow jersey. CSK has the largest and most engaged fan base amongst all fan base of CSK across the country. The partnership will give TVS Eurogrip visibility on the front of (2022-2024). Chennai Super Kings and TVS Eurogrip will launch a series of initiatives to engage the fan base with long-time IPL champions Chennai Super Kings as the principal sponsor for the next three years.

**Hyderabad:** TVS Eurogrip, India's leading two & three-wheeler brand, has joined hands

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/>



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/>

# Bharat Times English News

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NATIONAL GENERAL NEWS BUSINESS POLITICS WORLD ENTERTAINMENT SCIENCE TECH HEALTH BLOG

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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/>



The screenshot shows a news article on the QuickTelecast website. The header features the QuickTelecast logo with the tagline "Expect News First". A navigation menu includes categories like HOME, BUSINESS, HEALTH, TECHNOLOGY, ECONOMY, POLITICS, SPORTS, GAMING, and ENTERTAIN. The article title is "CSK Ropes In TVS Eurogrip As Principal Sponsor In Over Rs 100-Crore Deal". The byline is "By Eric Cooper" and the date is "Nov 23, 2021". A red "SPORTS" tag is visible. The main text of the article reads: "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."

Portal: Nirmal News

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

## NIRMAL NEWS

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

Uncategorized

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

NIRMAL NEWS - 1 week ago 0 11 minutes read

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.



Chennai Super Kings - Mask P du Whistle P du! @ChennaiIPL

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

#Yellowlove

Portal: Hamara Bharat

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

# HAMARABHARAT

SPORTS TECHNOLOGY HEALTH NEWS CONTACT

## 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
- FOLLOW US ON:

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/>



NEWS AID

Home Politics Result Technology E

## TVS becomes the main sponsor of Eurogrip Chennai Super Kings

December 2, 2021 by newsaid

Publish Date: | Thu, 02 Dec 2021 03:37 PM (IST)

India's leading two and three-wheeler tire brand, TVS Eurogrip has joined hands with four-time IPL champions Chennai Super Kings as the main sponsor for the next three years (2022-2024). Chennai Super Kings and TVS Eurogrip will launch a full range of initiatives to engage CSK's huge fan base across the country. This partnership will feature TVS Eurogrip on the front of the yellow jersey of Chennai Super Kings CSK has amassed one of the largest and largest fan base among all IPL teams.

Speaking about this collaboration, Mr. P. Madhavan, EVP Sales & Marketing, TVS Srichakra Limited said, "TVS Eurogrip is delighted to be associated with Chennai Super Kings. Jersey branding and sponsorship creates awareness and recognition of our Eurogrip brand name and visual identity. We look forward to creating an exciting experience for business and our

Portal: Thrustzone.com

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



The image is a screenshot of a news article on the Thrust Zone website. The website's header includes the Thrust Zone logo and navigation links for Car News, Bike News, Aviation News, Car Review, and Bike Review. A social media sidebar on the left lists Facebook, Instagram, Twitter, LinkedIn, and YouTube. The article title is "TVS Eurogrip Sponsors Chennai Super Kings For 3 Years!". Below the title is a photograph of four men standing in front of a backdrop that features the TVS Eurogrip and Chennai Super Kings logos. One man is holding a white plaque with the TVS Eurogrip logo. The article text below the photo 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 in the world."

**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/>

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# Home / 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;

### 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 title is "TVS Eurogrip becomes Principal Sponsor of Chennai Super Kings". The byline is "By News Desk - November 28, 2021". Below the title is a "Like" button and a row of social media sharing icons (Facebook, Twitter, LinkedIn, etc.). A small image of four men in cricket jerseys is visible below the sharing icons.

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: Nyoooz.com

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



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Home → Chennai

## 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 for Facebook, Twitter, YouTube, and Instagram. The main navigation bar includes categories: NATIONAL, WORLD, BUSINESS, ENTERTAINMENT, and POLITICS. Below the navigation, there is a featured section titled 'Gourmet Garden' with four images of food items: a bowl of grains, a bowl of white beans, a bowl of nuts, and a bowl of cookies. A 'PRICE DROP' badge is visible over the nuts image. Below this section, there is an advertisement placeholder labeled 'ADVERTISEMENT'. The main article headline reads: **TVS Eurogrip becomes Principal Sponsor of Chennai Super Kings**.

ADVERTISEMENT

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**