



# MEDIA COVERAGE DOCKET

September 2021



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**PRINT COVERAGE**

Date	Publication	Headline	Edition
01-09-2021	The Hindu	TVS Srichakra forays into Indonesia	National

## TVS Srichakra forays into Indonesia

**SPECIAL CORRESPONDENT**  
CHENNAI

TVS Srichakra Ltd., a leading manufacturer and exporter of two, three-wheeler and off-highway tyres, has forayed into Indonesia to seek a strong presence in the country's two-wheeler tyre market.

The first product line to be unveiled under the Eurogrip brand is Eurogrip Bee City, the company said. These tyres are suited for popular scooter and motorbike models in Indonesia and come in five sizes, the tyre maker added.

"Indonesia will be one of our important international markets going forward and we will invest in terms of infrastructure, sales processes as well as brand," said P. Madhavan, EVP – sales & marketing.

Date	Publication	Headline	Edition
01-09-2021	The Hindu Business Line	TVS Srichakra enters into Indonesia with Eurogrip two-wheeler tyres	National

BusinessLine

## TVS Srichakra enters Indonesia with Eurogrip two-wheeler tyres

### OUR BUREAU

Chennai, August 31

TVS Srichakra, a leading manufacturer of two and three-wheeler and off-highway tyres, announced its entry into the Indonesian market with the Eurogrip range of tyres.

The first productline to be launched is 'Eurogrip Bee City' – a range of two-wheeler tyres, completely customised to suit the needs of Indonesian riders' urban lifestyle and road conditions. The tyres are suited for popular scooter and motorbike models, according to a statement. "Indonesia will be one of our important international markets going forward and we will invest in terms of infrastructure, sales processes as well as brand, said Madhavan, EVP – Sales and Marketing, TVS Srichakra.

Date	Publication	Headline	Edition
07-09-2021	DT Next	TVS Srichakra tyres in Indonesia now	National

## TVS Srichakra tyres in Indonesia now

**CHENNAI:** TVS Srichakra has forayed into the Indonesian market with Eurogrip range of tyres. The first product line to be launched is 'Eurogrip Bee City' two wheeler tyres customised to suit the needs of Indonesian riders'. "The tyre prototypes developed were put through rigorous testing in local Indonesia conditions and were exposed to over 8 lakh km of riding over 4 months each of wet and dry seasons," said Sivaramakrishnan V, CTO, TVS Srichakra.

Date	Publication	Headline	Edition
06-09-2021	Free Press Journal	We are fully prepared to lead our customers into the future of riding	National

## CMO TRACK



**P MADHAVAN, EVP-Sales & Marketing, TVS Srichakra Limited, talks of accelerated technology adoption in the wake of the pandemic, and why he sees more Indians buying tyres online in future**

BY S. LAHIRI

**T**ell us about a few on-ground learning experiences over your 30-year career straddling companies such as Nestle, HUL, PepsiCo, Tata Teleservices, Virgin Mobile and HCL Infosystems, including the last three years at TVS Srichakra. What is one rule that you always follow?

Each and every assignment has been a massive learning experience. If at HUL, it was 'building scale', Nestle and Pepsico Foods Limited were about width and depth of distribution. I had a wonderful opportunity at Virgin Mobile to bring all my experiences together to launch a brand nationwide within the time that we were given. Unfortunately, the same organisation taught me how to wind down a huge operation, again in a short window. True to its reputation, HCL was all about excelling in the B2B space and in addition, hiving off one of its business units was a new learning experience for me. **At TVS Srichakra, building a brand and nurturing it to market leadership has been at the core of our efforts.** Going big in the international arena with TVS Eurogrip is another feather in our cap.

My rules are very simple. Build a solid team that is willing to work hard as there is no sub-

stitute for that. **One thing that I have urged at all times is 'continuous learning'.** With volatility being added to an ever-changing world, it is learning and improving that saves the day for the organisation and its leaders.

**How did you deal with the challenges brought about by the pandemic? What are some of the things you invested in over the last 1.5 years? Is the customer ready to buy tyres online?**

We saw an initial setback during the first lockdown last year; but we were up and running again within a short period. In fact, **we adapted to virtual working right from Day 1 of the lockdown.** We utilized this time efficiently on how we can do things differently while ensuring business continuity.

One of the key challenges we faced during the pandemic was to keep the communication channel active with our trade partners. That is where our digitization efforts paid off. In the last few years, we have been consistent with digitization invest-

ments and our sales systems and processes are now on a path of accelerated technology adoption. We had launched a retailer app 'TVS Eurogrip Bandhan', which helped digitise retailer

loyalty programmes and order booking processes. To address any gap in the replacement market and also enable our retail partners to place orders at their convenience, we introduced an e-ordering feature, 'Click-to-Order' as part of our Bandhan app. Early adoption of this feature has been encouraging and many of our trade partners are enjoying the benefits of contactless ordering. This is the right time for Indian consumers to adopt online purchase of tyres. While the numbers are not significant yet, we do see this as a promising segment that is here to stay and one that will show good growth.

**Which gets more traction right now – the replacement market or the OEM business? What are some recent innovations coming out of your design**

**centre in Milan and R&D centre in Madurai?**

We have witnessed a positive sentiment in the aftermarket segment in the past few months. **We expect OEM market to pick-up too, with the approaching festival season.** We are fully prepared to lead our customers into the future of riding with our technologically advanced and high-performance range of tyres. Our R&D centre in Milan helps us tap into international trends in tyre technologies and innovations. With this advantage, we will continue to adopt cutting-edge technology and offer world class products.

**Tell us about your recent entry into the Indonesian two-wheeler tyre market with the Eurogrip Bee City brand. How has Eurogrip performed in overseas markets and how do you market the brand to remain visible globally?**

The first product line to be launched in Indonesia is 'Eurogrip Bee City' – a range of aesthetically designed two-wheeler tyres completely customized to suit the needs of Indonesian riders' urban lifestyle and road conditions. These tyres are suited for popular scooter and motorbike models in Indonesia. We utilised the recent slowdown period to design and study market trends and riders' needs in greater detail. The new product development went through multiple rounds of prototyping and rigorous testing. We have plans to build Eurogrip as a strong global brand. We have activated marketing efforts and are planning to enhance digital initiatives in new markets.



**"This is the right time for Indian consumers to adopt online purchase of tyres. While the numbers are not significant yet, we do see this as a promising segment."**

— P MADHAVAN





Date	Publication	Headline	Edition
01-09-2021	Indian Era	TVS Srichakra rolls into Indonesia with Eurogrip two-wheeler tyre range	National

## TVS Srichakra rolls into Indonesia with Eurogrip two-wheeler tyre range

**Chennai** :TVS Srichakra Ltd., one of India's leading manufacturers of 2 & 3-wheeler and off-highway tyres, announced its foray into the Indonesian market with Eurogrip range of tyres. The first product line to be launched is "Eurogrip Bee City" – a range of aesthetically designed two wheeler tyres completely customized to suit the needs of Indonesian riders' urban lifestyle and road conditions. These tyres are suited for popular scooter and motorbike models in Indonesia and come in 5 sizes to start with.

TVS Srichakra is committed to strategically build a strong presence in

the attractive Indonesian two wheeler tyre market. "Our Indian and international research and development teams have come together to develop Eurogrip Bee City range of tyres. In the preparatory phase, we conducted detailed market research and studies to understand various parameters ranging from tyre quality functions, pattern preferences and customer usage. Further, the tyre prototypes developed were put through rigorous testing in local Indonesia conditions and were exposed to over 8 lakh kilometres of riding over 4 months each of wet and dry seasons. The test riders rated our tyres better than competition in

several aspects that include grip, cornering, handling and maneuverability. We are confident that these tyres will delight our Indonesian customers with an effortless riding experience suited for different conditions," said Mr.Sivaramakrishnan V, Chief Technology Officer, TVS Srichakra Ltd.

Eurogrip Bee City tyres come with an asymmetric pattern with centre groove. The tyres have high-flexibility polymer compounds that provide uniform traction and wear with skid-proofing on wet roads as well as excellent wet and dry grip.

Date	Publication	Headline	Edition
01-09-2021	Punyanagari	TVS Srichakra tyres enters Indonesia	National

## टीव्हीएस श्रीचक्र युरोग्रिप दुचाकी टायर श्रेणीसह इंडोनेशियात दाखल

■ मुंबई : टीव्हीएस श्रीचक्र लिमिटेड कंपनीने टायरच्या युरोग्रिप रेंजसह इंडोनेशियाच्या बाजारात प्रवेश केला आहे. लाँच करण्यात येणारी पहिली प्रॉडक्ट लाइन 'युरोग्रिप बी सिटी' आहे. इंडोनेशियन रायडर्सच्या शहरी जीवनशैली आणि रस्त्यांच्या परिस्थितीच्या गरजेनुसार पूर्णपणे सानुकूलित सौंदर्याने डिझाइन केलेल्या दुचाकी टायरची ही श्रेणी आहे. हे टायर इंडोनेशियातील लोकप्रिय स्कूटर आणि मोटारसायकल मॉडेल्ससाठी उपयुक्त आहेत आणि सध्या हे टायर्स पाच आकारांमध्ये उपलब्ध आहेत. याबाबत टीव्हीएस श्रीचक्र लिमिटेडचे मुख्य तंत्रज्ञान अधिकारी शिवरामकृष्णन व्ही म्हणाले की, आकर्षक इंडोनेशियन दुचाकी टायर बाजारात रणनीतिकदृष्ट्या मजबूत उपस्थिती निर्माण करण्यासाठी टीव्हीएस श्रीचक्र वचनबद्ध आहे. युरोग्रिप बी सिटी टायर्सची श्रेणी विकसित करण्यासाठी आमचे भारतीय आणि आंतरराष्ट्रीय संशोधन आणि विकास संघ एकत्र आले आहेत. तयारीच्या टप्प्यात, आम्ही टायर गुणवत्ता फंक्शन्स, नमुना प्राधान्ये आणि ग्राहकांच्या वापरापासून विविध मापदंड समजून घेण्यासाठी विस्तृत बाजार संशोधन आणि अभ्यास आयोजित केले.



Date	Publication	Headline	Edition
22-09-2021	Fast Bikes India	Seven-Up	National





Date	Publication	Headline	Edition
22-09-2021	Fast Bikes India	TVS Eurogrip – Tyre Talk	National



**MEGA 200CC SHOOTOUT**

**T**esting motorcycles is not a simple affair. It requires you to be incredibly accurate as the margins are small and multiple factors play a role in the results. To ensure accuracy, you need to even the playing field. One way of doing that is ensuring the same rider performs all the tests so bits such as the weight and riding technique stay uniform. We also ensure the conditions are identical: wet weather would definitely hamper performance compared to in the dry. And then there are the tyres, the only contact patch the bike has with the road. A worn





## TVS EUROGRIP TYRE TALK

tyre will never perform the same as a new tyre, and so we swapped out all the tyres on these bikes for fresh rubber from TVS Eurogrip to ensure a level playing field. All the tests were measured using a Racelogic VBOX Sport to get the most accurate results possible.

Both the KTMs run an identical tyre setup. So, front tyre duties are handled by TVS Eurogrip Protorq Sport BF and for the rear, we used Protorq Extreme HRs with their steel-belted radial design. The Bajaj NS200, RS 200 and the Hero Xtreme 200S and the Xpulse 200T also run an identical tyre setup which is a 100/80 17-section front and a 130/70 17-section rear tyre. So for these bikes, we shod the front wheels on TVS Eurogrip 100/80-17 tyres and the rear wheels on Protorq Sport SR radial tyres. The TVS Apache RTR 200 4V uses

the same rear tyre as the Bajaj and Hero bikes and as for the front, we used a TVS Eurogrip Remora 90/90 17-section tyre.

A lot of our riding was done in wet conditions and the tyres offered a lot of confidence and allowed us to push the limits of the bikes more. During the braking tests, they remained extremely stable and confidence-inspiring. Factor in that these tyres (including the steel radials!) don't cost an arm and a leg to acquire is just more reason for you to upgrade your stock tyres. They can significantly affect your riding experience and confidence. TVS Eurogrip makes a wide range of tyres and plenty of R&D has gone into them, to make them suited for the needs of the Indian enthusiast. In this test, the motorcycles were truly #TestedByTheSpecialists.

[www.evoIndia.com](http://www.evoIndia.com) 127

**ONLINE COVERAGE**

Portal: The Hindu

URL: <https://www.thehindu.com/business/tvs-srichakra-forays-into-indonesia/article36214956.ece>

BUSINESS

## TVS Srichakra forays into Indonesia



SPECIAL CORRESPONDENT

CHENNAI, SEPTEMBER 01, 2021 00:28 IST

UPDATED: SEPTEMBER 01, 2021 00:28 IST

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PRINT



TVS Srichakra Ltd., a leading manufacturer and exporter of two, three-wheeler and off-highway tyres, has forayed into Indonesia to seek a strong presence in the country's two-wheeler tyre market.

The first product line to be unveiled under the Eurogrip brand is Eurogrip Bee City, the company said. These tyres are suited for popular scooter and motorbike models in Indonesia and come in five sizes, the tyremaker added.

"Indonesia will be one of our important international markets going forward and we will invest in terms of infrastructure, sales processes as well as brand," said P. Madhavan, EVP – sales & marketing.

"Eurogrip Bee City is the first of many products we have planned under the 'Bee' sub-brand for this market. We have upcoming products in the sport and on-off segments being developed under the same sub-brand," he said.



**Portal:** The Hindu Business Line

**URL:** <https://www.thehindubusinessline.com/companies/tvs-srichakra-enters-indonesia-with-eurogrip-two-wheeler-tyre-range/article36203972.ece>

## Companies

# TVS Srichakra enters Indonesia with Eurogrip two-wheeler tyre range

Our Bureau | Chennai | Updated on August 31, 2021



Eurogrip Bee City to be launched as first product line

TVS Srichakra, a leading manufacturer of two and three-wheeler and off-highway tyres, announced its entry into the Indonesian market with

the Eurogrip range of tyres.

The first product line to be launched is 'Eurogrip Bee City' – a range of two-wheeler tyres, completely customised to suit the needs of Indonesian riders' urban lifestyle and road conditions. These tyres are suited for popular scooter and motorbike models in Indonesia and come in five sizes to start with,

**Portal:** Motown India

**URL:** <https://www.motownindia.com/Bureau/Auto-Industry/2966/TVS-Srichakra-forays-into-Indonesia-with-Eurogrip-2-wheeler-tyre-range-Motown-India-Bureau>

## TVS SRICHAKRA FORAYS INTO INDONESIA WITH EUROGRIP 2-WHEELER TYRE RANGE

By: Motown India Bureau | Aug 31 2021

★★★★★

TVS Srichakra, a leading manufacturer of 2 & 3-wheeler and off-highway tyres, announced its foray into the Indonesian market with Eurogrip range of tyres.

The first product line to be launched is "Eurogrip Bee City" – a range of aesthetically designed two wheeler tyres completely customised to suit the needs of Indonesian riders' urban lifestyle and road conditions. These tyres are suited for popular scooter and motorbike models in Indonesia and come in 5 sizes to start with.



"Our Indian and international research and development teams have come together to develop Eurogrip Bee City range of tyres. In the preparatory phase, we conducted detailed market research and studies to understand various parameters ranging from tyre quality functions, pattern preferences and customer usage. Further, the tyre prototypes developed were put through rigorous testing in local Indonesia conditions and were exposed to over 8 lakh kilometres of riding over 4 months each of wet and dry seasons. The test riders rated our tyres better than competition in several aspects that include grip, cornering, handling and maneuverability. We are confident that these tyres will delight our Indonesian customers with an effortless riding experience suited for different conditions," said Mr. Sivaramakrishnan V, Chief Technology Officer, TVS Srichakra Ltd.

Eurogrip Bee City tyres come with an asymmetric pattern with centre groove. The tyres have high-flexibility polymer compounds that provide uniform traction and wear with skid-proofing on wet roads as well as excellent wet and dry grip. The stronger reinforced casing gives high durability and long tyre life.

They are compatible with a wide range of bike models such as Yamaha Jupiter Z, Suzuki Smash, Honda Beat and more. Bee City tyres have some of the international Eurogrip technologies like Optimized Tread Pattern Design Technology (Opt-PaD), Air Seal-Inner Liner Technology (A-SeT) and Roll Balanced Unique Tyre Construction (RoBusT).

The tyres will be available immediately in Jakarta, Bandung, Semarang and Surabaya and in the second phase in seven cities that include Palembang, Medan, Pontianak, Samarinda, Manado, Banjarmasin and Makassar. To start with, customers can choose from a product line consisting of five tyre sizes, three patterns and 13 products and will be offered with a 4-year warranty period.

Portal: Car Dekho

URL: <https://tyres.cardekho.com/news/tvs-srichakra-forays-into-indonesian-market-with-eurogrip-two-wheeler-tyre-range>

## TVS Srichakra Forays Into Indonesian Market With Eurogrip Two-Wheeler Tyre Range

Published On: 01 Aug 2022, 10:22:11 by TechDaily Team

The tyre will be available immediately in Jakarta, Bandung, Semarang and Surabaya and in the second phase in seven cities that include Palembang, Medan, Pontianak, Samarinda, Manado, Banjarmasin and Makassar.

Ad



TVS Srichakra Ltd., one of India's leading manufacturers of 2 & 3-wheeler and off-highway tyres, announced to foray into the Indonesian market with Eurogrip range of tyre.

The first product line to be launched is 'Eurogrip Bee City' - a range of specially designed two-wheeler tyres completely customized to suit the needs of Indonesian riders' urban lifestyle and road conditions. These tyres are suited for popular scooter and motorcycle models in Indonesia and come in 5 sizes to start with, said the tyremaker in a release.

TVS Srichakra said that it is committed to strategically build a strong presence in the attractive Indonesian two-wheeler tyre market. "Our Indian and international research and development teams have come together to develop Eurogrip Bee City range of tyre. In the preparatory phase, we conducted detailed market research and studies to understand various parameters ranging from tyre quality functions, pattern preferences and outdoor usage."

"Further, the tyre prototypes developed went through rigorous testing in local Indonesian conditions and were exposed to over 6 lakh kilometres of riding over 4 months each of wet and dry seasons. The test riders rated our tyres better than competition in several aspects that include grip, cornering, handling and manoeuvrability. We are confident that these tyres will delight our Indonesian customers with an effortless riding experience suited for different conditions," said Mr. Sivaramakrishnan V, Chief Technology Officer, TVS Srichakra Ltd.

About Eurogrip Bee City Tyres

Eurogrip Bee City tyres come with an asymmetric pattern with centre groove. The tyres have high-flexibility polymer compounds that provide uniform traction and wear with skid-proofing on wet roads as well as excellent wet and dry grip. The stronger reinforced casing gives high durability and long tyre life.

The Bee City tyres are compatible with a wide range of bike models such as Yamaha, Jupiter Z, Suzuki Smash, Honda Beat and more. These tyres have some of the international Eurogrip technology viz. Optimized Tread Pattern Design Technology (OTPD), Air Seal-Liner Technology (A-Seal) and Roll Balanced Uniform Tyre Construction (RollBust).



"This is an exciting moment for us as we further build Eurogrip as a strong global brand and foray into the Indonesian market. Indonesia will be one of our important international markets going forward and we will invest in terms of infrastructure, sales processes as well as brand. Eurogrip Bee City is the first of many products we have planned under the 'Bee' sub-brand for this market."

Bees are known to be very hard working, always on the move and are seen as guardians against pollution - a good representation of scooter and urban motorcycle riders who continuously move, connecting with people, places and activities. This is how the name 'Bee City' came into being. We have upcoming products in the sport & on-off segments being developed under the same sub-brand," said Mr. Madhavan, EX - Sales & Marketing, TVS Srichakra Ltd.

Also Read: TVS Srichakra Enters Europe Two-Wheeler Tyre Market With Eurogrip Brand

TVS Eurogrip tyres will be available immediately in Jakarta, Bandung, Semarang and Surabaya and in the second phase in seven cities that include Palembang, Medan, Pontianak, Samarinda, Manado, Banjarmasin and Makassar.

To start with, customers can choose from a product line consisting of five tyre sizes, three patterns and 12 products and will be offered with a 4-year warranty period.

Tyre Size	70-90-16 3SP	80-90-14 4SP	90-90-14 4SP	70-90-17 3SP	80-90-17 3SP RHF
Wheel Config	Front	Front & Rear	Front & Rear	Front	Rear
Applicable Models	Yamaha Aero Star 110, Suzuki Advent	Yamaha Mio Z 100, Gx110, Suzuki Address 110, Suzuki Raider R150, Honda Beat 110	Yamaha Lion-ero, Yamaha Star 110, Yamaha Star 115, Yamaha Star 125	Yamaha Jupiter Z, Honda Beat 110, Honda Beat 125, Suzuki Smash 110, Suzuki Smash 125	Yamaha Jupiter Z, Honda Beat 110, Honda Beat 125, Suzuki Smash 110, Suzuki Smash 125



Portal: Devidscore

URL: <https://www.devdiscourse.com/article/business/1712536-tvs-srichakra-forays-into-indonesian-market-with-eurogrip-range-of-tyres>

## TVS Srichakra forays into Indonesian market with Eurogrip range of tyres

The stronger reinforced casing gives them better grip, said Sivarama Murthy, Managing Director, TVS Srichakra Ltd. They are compatible with a wide range of models like Suzuki Smash, Honda Beat, among others, and will delight our Indonesian customers with their performance in different conditions, said Sivarama Murthy. To start with, customers will get five tyre sizes, three patterns and 13 different tread designs. In the first period, TVS Srichakra said.

PTI | Mumbai | Updated: 31-08-2021 16:33 IST | C

**T**he manufacturer of two-wheeler tyres, TVS Srichakra, on Tuesday announced its foray into the Indonesian market with its Eurogrip range of tyres, in the Southeast Asian nation.

The first product line to be launched will be for two-wheeler tyres completely customised for the lifestyle and road conditions, the company said.

These tyres are suited for popular models like Suzuki Smash, Honda Beat, among others, and will come in five sizes to start with. The company will launch the tyres in Bandung, Semarang and Surabaya.

In the second phase, these tyres will be launched in Palembang, Medan, Pontianak, and other cities, the company stated.

TVS Srichakra is committed to providing high-quality, attractive Indonesian two-wheeler tyres.

"Indonesia will be one of our important markets," Sivarama Murthy said.

Portal: Media Brief

URL: <https://mediabrief.com/tvs-srichakra-enters-indonesian-market/>

## TVS Srichakra enters Indonesian market with Eurogrip range of tyres

By The Media Brief | Updated on 20th



**TVS Srichakra Ltd.**, the manufacturers of 2 and 3-wheeler and off-highway tyres, announced its foray into the Indonesian market with Eurogrip range of tyres.

The first product line to be launched is "Eurogrip Bee City" – a range of aesthetically designed two-wheeler tyres completely customized to suit the needs of Indonesian riders' urban lifestyle and road conditions. These tyres are suited for popular scooter and motorbike models in Indonesia and come in 5 sizes to start with.

TVS Srichakra is committed to strategically build a strong presence in the attractive Indonesian two-wheeler tyre market. "Our Indian and International research and development teams have come together to develop Eurogrip Bee City range of tyres.



**Sivaramakrishnan V, Chief Technology Officer, TVS Srichakra Ltd.**, said, "In the preparatory phase, we conducted detailed market research and studies to understand various parameters ranging from tyre quality functions, pattern preferences and customer usage. Further, the tyre prototypes developed were put through rigorous testing in local Indonesia conditions and were exposed to over 8 lakh kilometres of riding over 4 months each of wet and dry seasons.

"The test riders rated our tyres better than competition in several aspects that include grip, cornering, handling and maneuverability. We are confident that these tyres will delight our Indonesian customers with an effortless riding experience suited for different conditions," Sivaramakrishnan said.

Eurogrip Bee City tyres come with an asymmetric pattern with centre groove. The tyres have high-flexibility polymer compounds that provide uniform traction and wear with skid-proofing on wet surfaces as well as excellent wet and dry grip. The stronger reinforced casing gives high durability and long tyre life.

They are compatible with a wide range of bike models such as Yamaha Jupiter Z, Suzuki Smash, Honda Beat and more. Bee City tyres have some of the international Eurogrip technologies like Optimized Tread Pattern Design Technology (Opt TPD), Air Seal Inner Liner Technology (A SeT) and Roll Balanced Unique Tyre Construction (ReBusT).



**P. Madhavan, EVP - Sales & Marketing, TVS Srichakra Ltd.**, said, "This is an exciting moment for us as we further build Eurogrip as a strong global brand and foray into the Indonesian market. Indonesia will be one of our important international markets going forward and we will invest in terms of infrastructure, sales processes as well as brand.

"Eurogrip Bee City is the first of many products we have planned under the 'Bee' sub-brand for this market. Bees are known to be very hard working, always on the move and are seen as guardians against pollution – a good representation of scooter and urban motorbike riders who continuously move, connecting with people, places and activities.

"This is how the name 'Bee City' came into being. We have upcoming products in the Sport & On-Off segments being developed under the same sub-brand," Madhavan said.

The tyres will be available immediately in Jakarta, Bandung, Semarang and Surabaya and in the second phase in seven cities that include Palembang, Medan, Pontianak, Samarinda, Manado, Banjarmasin and Makassar. To start with, customers can choose from a product line consisting of five tyre sizes, three patterns and 12 products and will be offered with a 3-year warranty period.


Portal: Free Press Journal

URL: <https://www.freepressjournal.in/business/tvs-srichakra-forays-into-indonesian-market-with-eurogrip-range-of-tyres>

**BUSINESS**

Published on: Tuesday, August 31, 2021, 05:45 PM (IST)


### TVS Srichakra forays into Indonesian market with Eurogrip range of tyres



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The manufacturer of two and three-wheeler tyres, TVS Srichakra, on Tuesday announced its foray into the Indonesian market, with the Eurogrip range of tyres, in its bid to strategically build a strong presence in the Southeast Asian nation.

The first product line to be launched is "Eurogrip Bee City" - a range of two-wheeler tyres completely customized to suit the needs of Indonesian riders' urban lifestyle and road conditions, the company said in a release.



These tyres are suited for popular scooter and motorbike models in Indonesia and come in five sizes to start with. The range will be available immediately in Jakarta, Bandung, Semarang and Surabaya.

In the second phase, these tyres will be available in seven other cities - Palembang, Medan, Pontianak, Samarinda, Manado, Banjarmasin and Makassar, it stated.

TVS Srichakra is committed to strategically build a strong presence in the attractive Indonesian two-wheeler tyre market, the company said.

"Indonesia will be one of our important international markets going forward and we will invest in terms of infrastructure, sales processes as well as brand," said Madhavan, EVP for sales and marketing, TVS Srichakra Ltd.

Eurogrip Bee City is the first of many products that the company has planned under the "Bee" sub-brand for this market, he said, adding, "we have upcoming products in the Sport and On-Off segments being developed under the same sub-brand".

These tyres have high-flexibility polymer compounds that provide uniform traction and wear with skid-proofing on wet roads as well as excellent wet and dry grip. The stronger reinforced casing gives high durability and long tyre life, the company said.

They are compatible with a wide range of bike models such as Yamaha Jupiter Z, Suzuki Smash, Honda Beat, among others, it said.

"We are confident that these tyres will delight our Indonesian customers with an effortless riding experience suited for different conditions," said Sivaramakrishnan V, Chief Technology Officer, TVS Srichakra Ltd.

To start with, customers can choose from a product line consisting of five tyre sizes, three patterns and 13 products and will be offered with a 4-year warranty period, TVS Srichakra said.

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Published on: Tuesday, August 31, 2021, 05:13 PM (IST)




Portal: Car and Bike

URL: <https://www.carandbike.com/news/tvs-srichakra-launches-eurogrip-two-wheeler-tyres-in-indonesia-2524975>

### TVS Srichakra Launches Eurogrip Two-Wheeler Tyres In Indonesia

The tyres will be available immediately in Jakarta, Bandung, Semarang and Surabaya and in the second phase in seven more cities that includes Palembang, Medan, Pontianak, Samarinda, Manado, Banjarmasin and Makassar.

By Shubham Parashar | Updated: 21-Aug-21 08:10 PM IST




The TVS Eurogrip tyres have been launched in five different sizes in Indonesia.

TVS Srichakra has entered the Indonesian market with Eurogrip range of tyres. Eurogrip Bae City two-wheeler tyre range is the first product line to be launched in the market. These tyres are suited for popular scooter and motorbike models in Indonesia and are offered in five sizes to begin with. Bae City tyres are designed with international Eurogrip technologies like Optimized Tread Pattern Design Technology (Opt-PaD), Air Seal-Inner Liner Technology (A-SeT) and Roll Balanced Unique Tyre Construction (RoBusT). The tyres will be available immediately in Jakarta, Bandung, Semarang and Surabaya and in the second phase in seven more cities that includes Palembang, Medan, Pontianak, Samarinda, Manado, Banjarmasin and Makassar.

**Highlights:**

- The TVS Eurogrip tyres have been launched in five different sizes.
- TVS is offering a 4-year warranty scheme on the Eurogrip range.
- These tyres come with an asymmetric pattern with centre groove.



Eurogrip Bae City tyres come with an asymmetric pattern with centre groove.

Sriramakrishnan V, Chief Technology Officer, TVS Srichakra, "TVS Srichakra is committed to strategically build a strong presence in the attractive Indonesian two-wheeler tyre market. "Our Indian and international research and development teams have come together to develop Eurogrip Bae City range of tyres. In the preparatory phase, we conducted detailed market research and studies to understand various parameters ranging from tyre quality functions, pattern preferences and customer usage. Further, the tyre prototypes developed were put through rigorous testing in local Indonesia conditions and were exposed to over 8 lakh kilometres of riding over 4 months each of wet and dry seasons. The test riders rated our tyres better than competition in several aspects that include grip, cornering, handling and maneuverability. We are confident these tyres will delight our Indonesian customers with an effortless riding experience suited for different conditions."

Portal: Business Standard

URL: [https://www.business-standard.com/article/automobile/tvs-srichakra-forays-into-indonesian-market-with-eurogrip-range-of-tyres-121083100893\\_1.html](https://www.business-standard.com/article/automobile/tvs-srichakra-forays-into-indonesian-market-with-eurogrip-range-of-tyres-121083100893_1.html)

## TVS Srichakra forays into Indonesian market with Eurogrip range of tyres

The manufacturer of two and three-wheeler tyres, TVS Srichakra, on Tuesday announced its foray into the Indonesian market, with the Eurogrip range of tyres.

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The manufacturer of two and three-wheeler tyres, TVS Srichakra, on Tuesday announced its foray into the Indonesian market, with the Eurogrip range of tyres, in its bid to strategically build a strong presence in the Southeast Asian nation.

The first product line to be launched is 'Eurogrip Bee City' a range of two-wheeler tyres completely customised to suit the needs of Indonesian riders' urban lifestyle and road conditions, the company said in a release.

These tyres are suited for popular scooter and motorbike models in Indonesia and come in five sizes to start with. The range will be available immediately in Jakarta, Bandung, Semarang and Surabaya.

In the second phase, these tyres will be available in seven other cities -- Palembang, Medan, Pontianak, Samarinda, Manado, Banjarmasin and Makassar, it stated.

TVS Srichakra is committed to strategically build a strong presence in the attractive Indonesian two-wheeler tyre market, the company said.

"Indonesia will be one of our important international markets going forward and we will invest in terms of infrastructure, sales processes as well as brand, said Madhavan, EVP for sales and marketing, TVS Srichakra Ltd.

Eurogrip Bee City is the first of many products that the company has planned under the 'Bee' sub-brand for this market, he said, adding "we have upcoming products in the Sport and On-Off segments being developed under the same sub-brand".

These tyres have high-flexibility polymer compounds that provide uniform traction and wear with skid-proofing on wet roads as well as excellent wet and dry grip. The stronger reinforced casing gives high durability and long tyre life, the company said.

They are compatible with a wide range of bike models such as Yamaha Jupiter Z, Suzuki Smash, Honda Beat, among others, it said.

"We are confident that these tyres will delight our Indonesian customers with an effortless riding experience suited for different conditions," said Sivaramakrishnan V, Chief Technology Officer, TVS Srichakra Ltd.

To start with, customers can choose from a product line consisting of five tyre sizes, three patterns and 13 products and will be offered with a 4-year warranty period, TVS Srichakra said.

(Only the headline and picture of this report may have been reworded by the Business Standard staff; the rest of the content is auto-generated from a syndicated feed.)

Portal: Autocar professional

URL: <https://www.autocarpro.in/news-national/tvs-srichakra-forays-into-indonesian-two-wheeler-market-79937>

## TVS Srichakra targets Indonesian two-wheeler market

TWO-WHEELERS

By Sricharan R 31 Aug 2021



**TVS**  
**EUROGRIP**

TVS Srichakra is literally going places in its global quest for expanding its two-wheeler tyre footprint. Three-and-a-half months after it **entered the European market with its new range of Eurogrip Bee Connect scooter tyres**, the company has entered the Indonesia market.

TVS Srichakra's first product line for the sizeable Indonesian two-wheeler market is the Eurogrip Bee City, which has been customised to suit the needs of urban Indonesian riders' lifestyle and road conditions. The Eurogrip Bee City is designed for both scooters and motorcycles. The product line, which comprises five tyre sizes, three patterns and 13 products and offered with a 4-year warranty, will be available in Jakarta, Bandung, Semarang and Surabaya.

The product highlights include an asymmetric pattern with centre groove, high-flexibility polymer compounds that provide uniform traction and wear with skid-proofing on wet roads as well as excellent wet and dry grip. TVS Srichakra says the stronger reinforced casing gives high durability and long tyre life. Bee City tyres incorporate some of the global Eurogrip technologies like Optimised Tread Pattern Design (Opt-PaD), Air Seal-Inner Liner Technology (A-SeT) and Roll Balanced Unique Tyre Construction (RoBusT).

"Our Indian and international R&D teams have come together to develop and understand various parameters. Further, the tyre prototypes were put through rigorous testing in Indonesian conditions and were exposed to over 800,000 kilometres of riding over four months each of wet and dry seasons," said Sivaramakrishnan V, Chief Technology Officer, TVS Srichakra.

Madhavan, EVP – Sales & Marketing, TVS Srichakra added, "Indonesia will be one of our important international markets and we will invest in terms of infrastructure, sales processes as well as brand. Eurogrip Bee City is the first of many products we have planned under the 'Bee' sub-brand for this market."



Portal: The Hindu

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The Hindu Net Desk

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### TVS Srichakra forays into Indonesian market with Eurogrip range of tyres

The manufacturer of two and three-wheeler tyres, TVS Srichakra, on Tuesday announced its foray into the Indonesian market, with the Eurogrip range of tyres, in its bid to strategically build a strong presence in the Southeast Asian nation.

The first product line to be launched is "Eurogrip Bee City" – a range of two-wheeler tyres completely customized to suit the needs of Indonesian riders' urban lifestyle and road conditions, *PTI* reported.

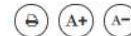
Portal: The Economic Times

URL: <https://auto.economictimes.indiatimes.com/news/tyres/tvs-srichakra-forays-into-indonesian-market-with-eurogrip-range-of-tyres/85797405>

## TVS Srichakra forays into Indonesian market with Eurogrip range of tyres

*These tyres are suited for popular scooter and motorbike models in Indonesia and come in five sizes to start with. The range will be available immediately in Jakarta, Bandung, Semarang and Surabaya.*

TI • August 31, 2021, 16:42 IST



*These tyres are suited for popular scooter and motorbike models in Indonesia and come in five sizes to start with. The range will be available immediately in Jakarta, Bandung, Semarang and Surabaya.*

Mumbai: The manufacturer of two and three-wheeler tyres, TVS Srichakra, on Tuesday announced its foray into the Indonesian market, with the Eurogrip range of tyres, in its bid to strategically build a strong presence in the Southeast Asian nation. The first product line to be launched is "Eurogrip Bee City" - a range of two-wheeler tyres completely customized to suit the needs of Indonesian riders' urban lifestyle and road conditions, the company said in a release.

These tyres are suited for popular scooter and motorbike models in Indonesia and come in five sizes to start with. The range will be available immediately in Jakarta, Bandung, Semarang and Surabaya.

In the second phase, these tyres will be available in seven other cities -- Palembang, Medan, Pontianak, Samarinda, Manado, Banjarmasin and Makassar, it stated.

TVS Srichakra is committed to strategically build a strong presence in the attractive Indonesian two-wheeler tyre market, the company said.

Indonesia will be one of our important international markets going forward and we will invest in terms of infrastructure, sales processes as well as brand," said Madhavan, EVP for sales and marketing, TVS Srichakra Ltd.

Eurogrip Bee City is the first of many products that the company has planned under the "Bee" sub-brand for this market, he said, adding, "we have upcoming products in the Sport and On-Off segments being developed under the same sub-brand".

These tyres have high-flexibility polymer compounds that provide uniform traction and wear with skid-proofing on wet roads as well as excellent wet and dry grip. The stronger reinforced casing gives high durability and long tyre life, the company said.

They are compatible with a wide range of bike models such as Yamaha Jupiter Z, Suzuki Smash, Honda Beat, among others, it said.

"We are confident that these tyres will delight our Indonesian customers with an effortless riding experience suited for different conditions," said Sivaramakrishnan V, Chief Technology Officer, TVS Srichakra Ltd.

To start with, customers can choose from a product line consisting of five tyre sizes, three patterns and 13 products and will be offered with a 4-year warranty period, TVS Srichakra said.

Portal: Outlook India

URL: <https://www.outlookindia.com/newsscroll/tvs-srichakra-forays-into-indonesian-market-with-eurogrip-range-of-tyres/2151176>

## TVS Srichakra forays into Indonesian market with Eurogrip range of tyres

31 August 2021 | Last Updated at 4:34 pm | Source: PTI



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Mumbai, Aug 31 (PTI) The manufacturer of two and three-wheeler tyres, TVS Srichakra, on Tuesday announced its foray into the Indonesian market, with the Eurogrip range of tyres, in its bid to strategically build a strong presence in the Southeast Asian nation.

The first product line to be launched is "Eurogrip Bee City" – a range of two-wheeler tyres completely customized to suit the needs of Indonesian riders' urban lifestyle and road conditions, the company said in a release.

These tyres are suited for popular scooter and motorbike models in Indonesia and come in five sizes to start with. The range will be available immediately in Jakarta, Bandung, Semarang and Surabaya.

In the second phase, these tyres will be available in seven other cities -- Palembang, Medan, Pontianak, Samarinda, Manado, Banjarmasin and Makassar, it stated.

TVS Srichakra is committed to strategically build a strong presence in the attractive Indonesian two-wheeler tyre market, the company said.

"Indonesia will be one of our important international markets going forward and we will invest in terms of infrastructure, sales processes as well as brand," said Madhavan, EVP for sales and marketing, TVS Srichakra Ltd.

Eurogrip Bee City is the first of many products that the company has planned under the 'Bee' sub-brand for this market, he said, adding, "we have upcoming products in the Sport and On-Off segments being developed under the same sub-brand".

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To start with, customers can choose from a product line consisting of five tyre sizes, three patterns and 13 products and will be offered with a 4-year warranty period, TVS Srichakra said. PTI IAS DRR

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Portal: MediaNews4U

URL: <https://www.medianews4u.com/tvs-srichakra-forays-into-indonesia-with-eurogrip-two-wheeler-tyre-range/>

## TVS Srichakra forays into Indonesia with Eurogrip two-wheeler tyre range

by Editorial — September 1, 2021 in Featured, Marketing 2 min read



Mumbai: TVS Srichakra Ltd., one of India's leading manufacturers of 2 & 3-wheeler and off-highway tyres, announced its foray into the Indonesian market with Eurogrip range of tyres. The first product line to be launched is "Eurogrip Bee City" – a range of aesthetically designed two-wheeler tyres completely customized to suit the needs of Indonesian riders' urban lifestyle and road conditions. These tyres are suited for popular scooter and motorbike models in Indonesia and come in 5 sizes to start with.



V. Sivaramakrishnan

TVS Srichakra is committed to strategically build a strong presence in the attractive Indonesian two-wheeler tyre market. "Our Indian and international research and development teams have come together to develop the Eurogrip Bee City range of tyres. In the preparatory phase, we conducted detailed market research and studies to understand various parameters ranging from tyre quality functions, pattern preferences and customer usage. Further, the tyre prototypes developed were put through rigorous testing in local Indonesia conditions and were exposed to over 8 lakh kilometres of riding over 4 months each of wet and dry seasons. The test riders rated our tyres better than the competition in several aspects that include grip, cornering, handling and manoeuvrability. We are confident that these tyres will delight our Indonesian customers with an effortless riding experience suited for different conditions," said

**Sivaramakrishnan V, Chief Technology Officer, TVS Srichakra Ltd.**

Eurogrip Bee City tyres come with an asymmetric pattern with centre groove. The tyres have high-flexibility polymer compounds that provide uniform traction and wear with skid-proofing on wet roads as well as excellent wet and dry grip. The stronger reinforced casing gives high durability and long tyre life. They are compatible with a wide range of bike models such as Yamaha Jupiter Z, Suzuki Smash, Honda Beat and more. Bee City tyres have some of the international Eurogrip technologies like Optimized Tread Pattern Design Technology (Opt-PaD), Air Seal-Inner Liner Technology (A-Set) and Roll Balanced Unique Tyre Construction (RoBusT).

"This is an exciting moment for us as we further build Eurogrip as a strong global brand and foray into the Indonesian market. Indonesia will be one of our important international markets going forward and we will invest in terms of infrastructure, sales processes as well as the brand. Eurogrip Bee City is the first of many products we have planned under the "Bee" sub-brand for this market. Bees are known to be very hardworking, always on the move and are seen as guardians against pollution – a good representation of scooter and urban motorbike riders who continuously move, connecting with people, places and activities. This is how the name "Bee City" came into being. We have upcoming products in the Sport & On-Off segments being developed under the same sub-brand", said



P. Madhavan

**Madhavan, EVP – Sales & Marketing, TVS Srichakra Ltd.** The tyres will be available immediately in Jakarta, Bandung, Semarang and Surabaya and in the second phase in seven cities that include Palembang, Medan, Pontianak, Samarinda, Manado, Banjarmasin and Makassar. To start with, customers can choose from a product line consisting of five tyre sizes, three patterns and 15 products and will be offered with a 4-year warranty period.

Tyre Size	70/90-14 34P	80/90-14 40P	90/90-14 46P	70/90-17 28P	80/90-17 50P BEHNP
Wheel Position	Front	Front & Rear	Front & Rear	Front	Rear
Bike Models	Yamaha Mio, Soul 110, Suzuki Address	Yamaha Mio Z, Mio, Soul 110, Suzuki Address (F), New (F) Honda Beat (F)	Yamaha Leo (F), Honda Beat, Vario 110, Vario 125	Yamaha Jupiter Z, Honda Supra X, Revo, Suzuki Smash, Shogun	Yamaha Jupiter Z, Honda Supra X, Revo, Suzuki Smash, Shogun, Satria

Portal: DT Next

URL: <https://www.dtnext.in/News/Business/2021/09/01035704/1315301/TVS-Srichakra-tyres-in-Indonesia-now.vpf>

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## TVS Srichakra tyres in Indonesia now

Published: Sep 01, 2021 03:57 AM

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*"The tyre prototypes developed were put through rigorous testing in local Indonesia conditions and were exposed to over 8 lakh km of riding over 4 months each of wet and dry seasons," said Sivaramakrishnan V, CTO, TVS Srichakra.*



Representative Image (File Photo)

### Chennai:

TVS Srichakra has forayed into the Indonesian market with Eurogrip range of tyres.

The first product line to be launched is 'Eurogrip Bee City' two-wheeler tyres customized to suit the needs of Indonesian riders'.

"The tyre prototypes developed were put through rigorous testing in local Indonesia conditions and were exposed to over 8 lakh km of riding over 4 months each of wet and dry seasons," said Sivaramakrishnan V, CTO, TVS Srichakra.

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
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



URL: <https://timesofindia.indiatimes.com/business/india-business/tvs-srichakra-forays-into-indonesian-market/articleshow/85795651.cms>


## TVS Srichakra forays into Indonesian market

Nandini Sen Gupta / TNN / Updated: Aug 31, 2021, 16:40 IST

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CHENNAI: Two and three-wheeler [tyre](#) maker [TVS Srichakra](#) has announced its foray into the [Indonesian](#) market with [Eurogrip](#) range of tyres.

The first product line to be launched is "Eurogrip Bee City" – a range of two-wheeler tyres customized to suit the needs of Indonesian riders' urban lifestyle and road conditions. These tyres are suited for popular scooter and motorbike models in Indonesia and come in 5 sizes to start with.

"Our Indian and international research and development teams have come together to develop Eurogrip Bee City range of tyres. In the preparatory phase, we conducted detailed market research and studies to understand various parameters ranging from tyre quality functions, pattern preferences and customer usage. Further, the tyre prototypes developed were put through rigorous testing in local Indonesia conditions and were exposed to over 8 lakh kilometres of riding over four months each of wet and dry seasons. The test riders rated our tyres better than competition in several aspects that include grip, cornering, handling and maneuverability. We are confident that these tyres will delight our Indonesian customers with an effortless riding experience suited for different conditions," said Sivaramakrishnan V, chief technology officer, [TVS Srichakra Ltd.](#)

Eurogrip Bee City tyres come with an asymmetric pattern with centre groove. The tyres have polymer compounds that provide uniform traction and wear with skid-proofing on wet roads as well as good wet and dry grip. The stronger reinforced casing gives durability and longer tyre life. They are compatible with a wide range of bike models such as Yamaha Jupiter Z, Suzuki Smash, Honda Beat and more. Bee City tyres have some of the international Eurogrip technologies like Optimized Tread Pattern Design Technology (OpT-PaD), Air Seal-Inner Liner Technology (A-SeT) and Roll Balanced Unique Tyre Construction (RoBusT).



Portal: Mobility Outlook

URL: <https://www.mobilityoutlook.com/news/tvs-srichakra-forays-into-indonesia-with-eurogrip-2w-tyre-range/>

## TVS Srichakra Forays Into Indonesia With Eurogrip 2W Tyre Range



Mobility Outlook Bureau

31 Aug 2021 | 04:27 PM | 1 Min Read

To start with, customers can choose from a product line consisting of five tyre sizes, three patterns and 13 products, and will be offered with a 4-year warranty.



Two/three-wheeler and off-highway tyre maker TVS Srichakra has announced its foray into the Indonesian market with a Eurogrip range of tyres in five sizes.

The first product line to be launched is Eurogrip Bee City meant for two-wheelers, customised to suit the needs of Indonesian riders' urban lifestyle and road conditions.

The tyres will be available immediately in Jakarta, Bandung, Semarang and Surabaya and in the second phase in seven cities that include Palembang, Medan, Pontianak, Samarinda, Manado, Banjarmasin and Makassar. To start with, customers can choose from a product line consisting of five tyre sizes, three patterns and 13 products and will be offered with a 4-year warranty period.

Eurogrip Bee City tyres come with an asymmetric pattern with a centre groove. The high-flexibility polymer compounds provide uniform traction and wear with skid-proofing on wet roads and better wet and dry grip. The stronger reinforced casing gives high durability and extended tyre life. They are compatible with a wide range of bike models such as Yamaha Jupiter Z, Suzuki Smash, Honda Beat and more. In addition, these tyres have innovative technologies, including Optimized Tread Pattern Design Technology (OpT-PaD), Air Seal-Inner Liner Technology (A-SeT) and Roll Balanced Unique Tyre Construction (RoBusT).

Sivaramakrishnan V, Chief Technology Officer, TVS Srichakra, said, "Our Indian and international research and development teams have come together to develop Eurogrip Bee City range of tyres. In the preparatory phase, we conducted detailed market research and studies to understand various parameters ranging from tyre quality functions, pattern preferences and customer usage. Further, the tyre prototypes developed were put through rigorous testing in local Indonesia conditions and were exposed to over eight lakh kilometres of riding over four months each of wet and dry seasons. We are confident that these tyres will delight our Indonesian customers with an effortless riding experience suited for different conditions."

Madhavan, EVP - Sales & Marketing, TVS Srichakra, said, "Indonesia will be one of our important international markets going forward, and we will invest in terms of infrastructure, sales processes as well as the brand."

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TVS Srichakra Ltd., one of India's leading manufacturers of 2 & 3-wheeler and off-highway tyres, announced its foray into the Indonesian market with Eurogrip range of tyres. The first product line to be launched is "Eurogrip Bee City" – a range of aesthetically designed two wheeler tyres completely customized to suit the needs of Indonesian riders' urban lifestyle and road conditions. These tyres are suited for popular scooter and motorbike models in Indonesia and come in 5 sizes to start with.

TVS Srichakra is committed to strategically build a strong presence in the attractive Indonesian two wheeler tyre market. "Our Indian and international research and development teams have come together to develop Eurogrip Bee City range of tyres. In the preparatory phase, we conducted detailed market research and studies to understand various parameters ranging from tyre quality functions, pattern preferences and customer usage. Further, the tyre prototypes developed were put through rigorous testing in local Indonesia conditions and were exposed to over 8 lakh kilometres of riding over 4 months each of wet and dry seasons. The test riders rated our tyres better than competition in several aspects that include grip, cornering, handling and maneuverability. We are confident that these tyres will delight our Indonesian customers with an effortless riding experience suited for different conditions," said Mr. Sivaramakrishnan V, Chief Technology Officer, TVS Srichakra Ltd.

Eurogrip Bee City tyres come with an asymmetric pattern with centre groove. The tyres have high-flexibility polymer compounds that provide uniform traction and wear with skid-proofing on wet roads as well as excellent wet and dry grip. The stronger reinforced casing gives high durability and long tyre life. They are compatible with a wide range of bike models such as Yamaha Jupiter Z, Suzuki Smash, Honda Beat and more. Bee City tyres have some of the international Eurogrip technologies like Optimized Tread Pattern Design Technology (OPT-PAD), Air Seal-Inner Liner Technology (A-SeT) and Roll Balanced Unique Tyre Construction (RoBusT).

"This is an exciting moment for us as we further build Eurogrip as a strong global brand and foray into the Indonesian market. Indonesia will be one of our important international markets going forward and we will invest in terms of infrastructure, sales processes as well as brand. Eurogrip Bee City is the first of many products we have planned under the "Bee" sub-brand for this market. Bees are known to be very hard working, always on the move and are seen as guardians against pollution - a good representation of scooter and urban motorbike riders who continuously move, connecting with people, places and activities. This is how the name "Bee City" came into being. We have upcoming products in the Sport & On-Off segments being developed under the same sub-brand. ", said Mr. Madhavan, EVP – Sales & Marketing, TVS Srichakra Ltd.

The tyres will be available immediately in Jakarta, Bandung, Semarang and Surabaya and in the second phase in seven cities that include Palembang, Medan, Pontianak, Samarinda, Manado, Banjarmasin and Makassar. To start with, customers can choose from a product line consisting of five tyre sizes, three patterns and 13 products and will be offered with a 4-year warranty period.

Tyre Sizes	70/90-14 34P	80/90-14 40P	90/90-14 46P	70/90-17 38P	80/90-17 50P REII
Wheel Position	Front	Front & Rear	Front & Rear	Front	Rear
Bike Models	Yamaha Mio, Soul 110, Suzuki AddressSoul	Yamaha Mio Z, Mio (F), Honda Beat (F), Nex (F) Honda Beat (F)	Yamaha Lexi (F), Honda Beat Z, Honda Supra X, 125, Vario	Yamaha Jupiter Z, Honda Supra X, Revo, Suzuki Sonic, Suzuki Smash, Shogun	Yamaha Jupiter Z, Honda Supra X, Revo, Suzuki Satria

**About TVS Srichakra Ltd.:** TVS Srichakra Limited, makers of TVS Eurogrip brand of tyres is one of India's leading manufacturers and exporters of Two, Three-Wheeler tyres and Off-Highway tyres. Incorporated in 1982, it is one of the flagship companies of the USD 8.5 Billion TVS Group which is India's largest Auto Ancillary conglomerate. With global research and development capabilities and cutting-edge technology, TVS Srichakra produces industry leading tyres for the automotive sector in India and worldwide. Headquartered in Madurai, TVS Srichakra has manufacturing facilities in Madurai (Tamil Nadu) and Pantnagar (Uttarakhand) with a production capacity of over 3 million tyres a month. The company has a design centre in Milan, Italy supporting the R&D centre in Madurai and the tyres are tested in Indian, European, and Japanese road conditions. TVS Srichakra's products are available in over 85 countries across the world. In India, the company enjoys a significant market share amongst the original equipment manufacturers and replacement markets and has a comprehensive network of distributors and dealers giving it a robust presence. For more information, visit <https://www.tvseurogrip.com/>

Portal: Passionate in Marketing

URL: <https://www.passionateinmarketing.com/tvs-srichakra-rolls-into-indonesia-with-eurogrip-two-wheeler-tyre-range/>

## TVS Srichakra rolls into Indonesia with Eurogrip two-wheeler tyre range

By Passionate in Marketing - September 1, 2021

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**Mumbai, 31<sup>st</sup> August 2021** – TVS Srichakra Ltd., one of India's leading manufacturers of 2 & 3-wheeler and off-highway tyres, announced its foray into the Indonesian market with Eurogrip range of tyres. The first product line to be launched is "Eurogrip Bee City" – a range of aesthetically designed two-wheeler tyres completely customized to suit the needs of Indonesian riders' urban lifestyle and road conditions. These tyres are suited for popular scooter and motorbike models in

Indonesia and come in 5 sizes to start with.

TVS Srichakra is committed to strategically build a strong presence in the attractive Indonesian two-wheeler tyre market. "Our Indian and international research and development teams have come together to develop Eurogrip Bee City range of tyres. In the preparatory phase, we conducted detailed market research and studies to understand various parameters ranging from tyre quality functions, pattern preferences and customer usage. Further, the tyre prototypes developed were put through rigorous testing in local Indonesia conditions and were exposed to over 8 lakh kilometres of riding over 4 months each of wet and dry seasons. The test riders rated our tyres better than competition in several aspects that include grip, cornering, handling and maneuverability. We are confident that these tyres will delight our Indonesian customers with an effortless riding experience suited for different conditions," said **Mr. Sivaramkrishnan V, Chief Technology Officer, TVS Srichakra Ltd.**

Eurogrip Bee City tyres come with an asymmetric pattern with centre groove. The tyres have high-flexibility polymer compounds that provide uniform traction and wear with skid-proofing on wet roads as well as excellent wet and dry grip. The stronger reinforced casing gives high durability and long tyre life. They are compatible with a wide range of bike models such as Yamaha Jupiter Z, Suzuki Smash, Honda Beat and more. Bee City tyres have some of the international Eurogrip technologies like Optimized Tread Pattern Design Technology (OpT-PaD), Air Seal-Inner Liner Technology (A-SeI) and Roll Balanced Unique Tyre Construction (RoBusT).

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	34P	40P	45P	38P	SOP REINF
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Portal: Manufacturing Today India

URL: <https://www.manufacturingtodayindia.com/sectors/11471-tvs-srichakra-rolls-into-indonesia-with-eurogrip-two-wheeler-tyre-range>

#### Products & suppliers

## TVS Srichakra rolls into Indonesia with Eurogrip two-wheeler tyre range

*'Eurogrip Bee City' range of two-wheeler tyres will be the first product line to be launched.*



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Portal: Overdrive

URL: <https://www.overdrive.in/news-cars-auto/pressreleases/tvs-srichakra-rolls-into-indonesia-with-eurogrip-two-wheeler-tyre-range/>

# TVS Srichakra rolls into Indonesia with Eurogrip two-wheeler tyre range

| Published: September 02, 2021, 09:31 AM IST



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Brands gear up for the festive season 2021

This is Part 1 of the series capturing industry's expectations from the upcoming festival season

03 Sep, 2021 - 09:19 AM IST | By Anupama Sahet


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Mumbai: It's September. And, there is palpable anticipation tinged with hope, as the country gears up for yet another festive season in the post-pandemic world. Onam has already kicked-started the celebrations in Kerala with brands launching exciting offers. Unsurprisingly, a huge chunk of a brand's annual marketing budget is spent during this time of the year. So, how's the buzz this year around? Are the brands and businesses buoyant in their expectations on the festive season, or are they wary about going full throttle, amid a looming threat of the third wave?

Online retailer Myntra said it has witnessed a rise in the pent-up demand over the last few months. "Overall, the whole e-commerce ecosystem in India lights up during this quarter. We are looking to ride the wave by using this opportunity to serve our customers while focusing on every possible festive shopping occasion starting with Durga Puja and moving on to Navratri and Diwali," said a Myntra spokesperson. "We expect this festive season to be bigger than last year."

According to the fashion e-tailer, the demand peaks during the 30 days leading up to Diwali, and it expects the same to happen this year. In fact, the demand in the two months leading to the festive season is expected to be much more than last time, especially across metros and Tier 2/Tier 3. The adoption of digital channels for shopping also continues to accelerate.

According to Modi Naturali, chief marketing officer, Sharul Bist, there is a huge pent-up demand, which will make sure, the upcoming festive season is better than that of 2020. It is also planning a 360-degree media campaign this year. "This is the time when people across the country are looking forward to indulging with their loved ones at home. So definitely, this festive season MNL is going all out to woo consumers," said Bist, highlighting that the FMCG firm is also entering the ready-to-eat segment this time, with a new sub-brand - Oleev Kitchen, and launching new categories - Pasta and Peanut Butter - to bolster its food division.

The brands are hopeful of a better festive season in terms of business and sales. The sales for certain categories have already begun to rise, and brands hope, it sustains itself during the next few months. For instance, the two-wheeler tyres demand remains strong with substantial growth in Tier 2 and Tier 3 cities and increasing preference for private mobility amongst customers.

"Our expectations are to create impactful visibility at the retail level by focusing on offtakes. We are happy that sales bounce back is happening, and are witnessing balanced volume growth prior to the festive period," said TVS Srishakra, head-brand marketing Kavitha Ganesan, who expects consumer sentiments to improve with the resumption of IPL and T20 World Cup. "Barring 2020, our category has always seen consistent investments for brand building and advertising. Comparing ad spends with last year may not be prudent as last year was muted for the category with respect to media spends. Considering the buoyancy in the category, we do feel the ad-ex would grow this year."

The brands are all set to celebrate the buoyant outlook of this festive season with curated trade and consumer promotions. This is the 'lock and the unlock phase', highlighted Madison Media Ultra COO Jolene Fernandes Solanki. "Brands had started gearing up for the unlock stage much before to reap the benefits of the unlock period. We will observe a surge in spends by the time the festive season approaches since maximum sales for many categories take place during the festive period. The budgets which were not utilised during the lockdown may be also utilised during this period," said Solanki.

However, there is also apprehensions of a fresh wave of Covid cases, and brands and advertisers remain mindful of it.

There is an ominous sense of déjà vu when discussing the 'pent-up demand' a year later too, for it was this time last year that there was the beginning of lockdown relaxation in many parts of the country shared Wunderman Thompson, South Asia, chairman, and group CEO Tarun Rai. Brands were then focussed on servicing the 'pent-up demand' of all the previous six months, and because of the 'second wave', marketers find themselves in a similar situation to last year.

Nevertheless, Rai does not rule out a promising season for most product categories, with the general mood on the Covid front getting better every day. He also noted that unlike last year, brands are better prepared and the supply-side issues are largely addressed. "So yes, this year the season is again going to be one of huge importance to marketers. This is the time that brands should not hold back," added Rai.

Online marketing agency CusShup co-founder Sidharth Singh also drew attention to the supply bottlenecks due to which brands might not be able to fulfil the customer's demand. "Trade wars, global turmoil impact the supply much more than we imagine and impact both the availability as well as pricing of the product. Brands are watching it unfold closely and aligning their spending and strategy accordingly," he said.

Nonetheless, brands are looking forward to better investments to accelerate growth. According to iProspect senior VP Kaushik Chakraborty, key sectors such as Automobiles, E-Commerce, FMCG, and BFSI are set to increase spends during the season to make up for the impact of the second wave.

Historically, the festive months of September-December contribute more than 40 per cent of overall ad-ex. This year the contribution will increase further with the eight weeks of intense cricket from the upcoming IPL second phase and T20 WC. Also, with leading GEC channels launching big-ticket shows like KBC, India's Best Dancer, Big Boss, advertisers will definitely utilise this opportunity and expects significant growth in ad-ex in comparison to 2020, he added.

According to a recent report by Dentsu International, ad-spend is expected to grow by 10.8 per cent in 2021 to reach \$9 billion. India's television, print, and digital advertising revenues are showing signs of revival after declining by almost 20 per cent in 2020. This data, coming on the back of the setback suffered by the industry during the April-June quarter this year, is significant.

"India is estimated to grow more than 20 per cent in 2021 compared to 2020. Growth in advertising would be led by Digital followed by TV, Print, OOH & Radio. With increased demand, we will also see some rate hikes by the broadcasters to make up for the lack of ad rate growth in the last 18-24 months," said Havas Media India, managing partner - South, Saurabh Jain adding that the vaccination drive has also uplifted consumer confidence. "This spike in positive sentiments will result in 'revenge shopping' this festive season as more people step out for shopping or consumption."

In terms of festive ad spend and marketing strategy this time around, Jain said, "Since COVID-19, the campaign duration and planning cycles have become shorter and the shift to digital has accelerated, impacting the overall marketing strategies."

Industry executives are, however, not without caution when it comes to the upcoming festive period. "There are a lot of brands with their eyes to the ground and they are working with much more alertness and dexterity in their plans. The fear and anxiety associated with Covid third wave are noticeable. So there would always be a plan B and plan C. Brands will stock up on a limited quantity," said Tiger Advertising partner Pandul Kothari. "Having said that, most businesses believe that it is an opportunity that can't be missed. And we expect aggressive marketers leading to a huge media noise."

Industry executives agree businesses have achieved a new normal or baseline of business after the effect of the pandemic. The aim will be to move forward from that point. Going back to pre-Covid trends and spends is no longer part of the industry's playbook. Brands are trying to cover up for what is lost by upping their game and leveraging the festive season to connect with their audiences.



## Brands eye stronger recovery in ad spends this festive season

This is Part 2 of the series on how brands are gearing up for the festive season

02 Sep 2021 - 09:41 AM IST | By Anurag Jaiswal



for a Country full of Turns." It is however, for most reach, the brand still relies on TV as the main medium. For a category like ours, it is critical to activate marketing campaigns with an integrated 360-degree approach. Hence BTL, consumer and trade activations become important. We expect the category to place more and more emphasis on the digital front and possibly lower the spends on print."

Post-pandemic, the total time spent by Indians on media channels has gone up significantly. According to Havas Media India, managing partner South, Saumish Jain, Digital is now mainstream level with Print, given its multifarious applications and measurable ROI.

"The growth in advertising would be led by Digital followed by TV, Print, OOH & Radio, yet TV will remain the biggest & most preferred medium for mass & incremental reach," says Jain, highlighting how Big ticket properties, especially cricket, have demonstrated the effectiveness of TV in brand building and scaling reach in a cricket-frenzied nation.

According to industry estimates, advertisers are expected to invest Rs 4000-5000 crore on sporting properties on TV and Digital in the current scenario where the ad demand is higher than supply. "Print also seems to be much stronger in Unilever 2.0 as compared to the previous Unilever," adds Jain.

However, brand concern that there is a need to target the customer across multiple touchpoints to ensure they remain 'top of the mind' for consumers.

Fashion and lifestyle e-tailer Myntra expects a similar play between digital and offline, and is implementing a 360-degree campaign approach, leveraging TV, Digital and social media platforms to cut across diverse markets and build a deeper brand salience with its customers across the country.

No doubt, industry experts expect high clutter across mediums, mainly TV and digital, this season. The emergent challenge for brands will be to drive more visibility amid this clutter, by looking for opportunities in print, OOH, and cinema.

"Brands will invest in high-impact properties to break the clutter and achieve high reach during campaigns. The Star group has managed to retain their sponsors for IPL and also roped in many more for the T20 world cup. Other key properties like KBC have already attracted multiple new sponsors," says Madison Media Ultra COO, Jelene Fernandes Solanki.

Apart from FMCG which leads the ad spends, advertising growth will also be seen across other categories like automobile, consumer durables, e-commerce, OTT, EdTech, mobile gaming, retail, tourism, and digital retail segments. "We are observing a huge rise in new categories and advertisers through a whole bunch of start-ups emerging. They are likely to get active during this festive," adds Solanki.

The rise of regional media is another trend that is set to capture the brands' interest this season, according to agencies. The popularity of regional content and increasing internet penetration in Tier 2 and Tier 3 markets will lead to content-driven marketing solutions at a regional level.

"Print could also see some recovery during this festive season," opines Prospect's Kaushik Chakraborty. "The second half of 2021 is witnessing a resurgence in print advertising with brands returning to the medium in a big way. Large-format ads/jackets have witnessed an increase in recent weeks."

However, OOH still has a tough road ahead, with most brands still cautious about investing in outdoor advertising amid apprehension of a third wave coming. However, both OOH and radio are likely to do better than 2020, say experts.

TV and Digital have witnessed a steady increase. In terms of ad spends, Television will continue to have the highest share - over 40 per cent - of overall ad spends at the back of IPL and T20 WC, followed closely by Digital with 34 per cent share. The overall ad market is forecast to grow by a further 12.4 per cent in 2022, recovering to pre-pandemic levels suggest reports.

Furthermore, brands are expected to invest in Impact shows such as Anilabh Bachchan hosted KBC, Salman Khan hosted Big Boss and the soon to be launched Big Picture hosted by Ranveer Singh.

"Brands have understood the importance of a split spending between in order to obtain better results," says Admitted Admitals India, head - e-commerce vertical, AM/IT Bhatnagar. "To reconfigure their marketing strategy they are investing in partnerships and collaborations with an array of channels to keep the festive spirit intact. Not only that, with each year brands allocate a lot of budgets for inventories like cashback and coupons for lucrative deals and offers."

The festive months of October, November and December constitute an important decisive phase for brands and affiliate channels as they expect to reap the benefits of these increased ad spends. With regard to expenditures, high-impact properties, integrations, and video platforms are the focus areas for brands apart from their usual channels which are scaling up.

"Everyone wants to turn a brand story that breaks festive cheer and brands are trying to do this with the help of both platforms. The entire ecosystem is now very enthusiastic about this new growth and is passionately driving the adoption of various new products and service offerings which is clearly visible to us," says Logicserve Digital founder and CEO Prasad Shejale.

According to Grapes Digital founder and CEO Himanshu Arya, brands like Automobile, FMCG, and E-commerce players could spend around 25 to 30 per cent on digital, which can increase further during the festive period from Dussehra to Diwali. For specific categories like electronics, consumer durables, and jewellery, the festive period is the most crucial time as the maximum sale is derived during this season.

There is also a lot of advancement in the Connected TV ecosystem and this space is expected to grow multifold, believe industry executives. The media options are limited at the moment and thus there is definitely a lot of din and chaos in the available media mix and brands would need to put extra effort to stand out from the crowd this season.

"There is no surprise that the media planning is focused towards digital. Having said that, Activation is back in the game and we have delivered fantastic results to brands from activations conducted in a safe environment. So, apart from digital, anything that breaks clutter and delivers ROI for brands will definitely find a place in the media mix," says CugStack co-founder Siddhant Singh.

Marketing strategies are now pandemic-ready. Earlier marketing calendars would be (oriented towards offline and ATL with less than 10 per cent of budgets assigned to digital marketing and most companies didn't have basics in place on digital distribution, logistics, and spending metrics on digital.

"Today marketers have evolved and have digitised their businesses. They are present where their consumer is. There is a healthy ratio of spends across platforms. Marketers are more agile and flexible. Communication calendars are being prepared with Plan A and Plan B's. The mood out there is to win over with all the possible preparations and see an upside," says Tonik Worldwide chief strategy officer and director, India and MENA Region, Umesh Bhatt.

Wardlestein Thompson, South Asia chairman and Group CEO, Tenax Rel sums up, "India is not one India but many Indias" with different media consumption habits. As a result, there is a role for both traditional and non-traditional media in the country. We have seen how newspaper advertising has bounced back in the last few months. In fact, many digital-only brands are now using newspapers as a medium and spending huge sums on copy-ground front-page ads." So, while digital will continue to grow at a

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### Festive season to be key volume-driver for auto sector; EVs to give major push to adex

While the sector's dependency on print, digital and TV increases for the festive season, other traditional mediums, including OOH and radio, will also witness good recovery. Sector pins major hopes on two-wheeler sales from hinterlands and electric vehicles



As automakers report strong numbers since July, the automobile industry expects the festive season to bring in some more cheer in terms of both sales and ad spends.

The auto sector has always been among the top five selling categories during the festive season, mainly due to the purchase pattern, market demand and lucrative offers.

Automakers, especially in the EV and two-wheeler segments, remain optimistic about demand in the coming months even though there is uncertainty over Covid-19 and a possible third wave.



The buying pattern is fluctuating this season and so Vijay Kaul, Deputy General Manager, Marketing Communication, Yamaha Motor India, said brands should have a dynamic approach and adapt quickly.

"The festive season is always the key volume-driver since many people wait for festival offers and auspicious days to buy vehicles. Now the sentiment looks positive, and people have started adapting to the new way of life. The two-wheeler category has become more of an essential and preferred mode of travel amid the anxiety to opt for public transport despite complete vaccination," he added.

He expects the festive season to boost lost sales for the company, which has some products lined up for this season with exciting offers.

"I believe it will increase the overall numbers for the year, if not till pre-Covid numbers. This year's July ad volume was higher than 2019's July ad volume. That means everyone is gearing up for this festive season. Also, newer players have started advertising and hope to have better sales," he added.

The EV sector stands to benefit from the festive season as the government has taken some right initiatives. Now that more and more people are becoming aware of EVs, it acts as an impetus to help the industry as a whole to flourish.



Jeetender Sharma, Founder and Managing Director, Oldinawa Scooters, is optimistic about sales in the coming months. Many governmental initiatives such as Revised Fame II and multiple state subsidies are playing an essential role in EVs giving remarkable competition to regular ICE engines.

"We sold 30,000 units in fiscal 2021 and are confident of more than tripling sales to nearly 100,000 units this year. We witnessed a surge in sales on account of rising fuel prices as well as supportive policies of several state governments, inducing customers to opt for electric mobility. This season, we are expecting to sell 35-40k EVs and at this moment, our overall outlook for the mid to long term remains positive and we hope for an uptick in the market sentiment," he said.

According to Sharma, humongous ad spends are expected from the EV sector from both four- and two-wheelers as they thrive to create extensive awareness, eliminate range anxiety issues and educate users on the benefits of electric vehicles.

"Companies like us are betting big time on advertising our products. We are confident of increasing sales more than three times," he said.



Kavitha Ganesan, Head, Brand Marketing, TVS Srichakra, hopes this festive season will be good for both brands and trade.

"The two-wheeler tyre demand remains strong with substantial growth in tier two and three cities due to increasing preference for private mobility among customers," she said.

The company is witnessing a bounce-back in sales and a balanced volume growth prior to the festive period. With improving consumer sentiments and resumption of IPL and the T20 World Cup, she expects an uptick in ad spends this year.

#### Traditional mediums remain strong for auto sector

Yamaha Motor has been active throughout the year on TV, print and digital and the results of the media campaigns have been as good as it was during pre-Covid. Kaul said the ad spends will be higher this year comparatively as most cities have lifted lockdowns, people are back to offices and positive sentiments are the core reason.

He said, "This festive season's big-impact sports properties such as IPL and T20 World Cup will surely lift the adex."

The company has started re-exploring OOH and radio in the last two months (other than already using print, digital and TV). This festive season it will probably be more skewed towards print, TV and digital.

"The dependency on print and digital becomes imperative with tactical campaigns and offers. TV will still play a lead role in building brand imagery and communicating the core features. We are focusing more on enhancing the experience of a product for a customer and their convenience in making a seamless purchase journey," he said.

Before Covid-19, there was a lack of awareness about EVs and there were a lot of misconceptions. But with the collective efforts of the government, OEMs and stakeholders in the last two years, awareness has been increased, issues addressed and sales has taken a boost.

Sharma said the EV industry has undergone a huge transformation.

"With players mushrooming in the sector, there is definitely a spike in adex as companies compete to capture a significant share in the market. It is expected to grow even further, as much as 200% over the previous year, as the race towards building brand recall and winning over the other accelerates. Companies are creating a buzz to educate people about EVs and as a result, we are seeing a change of perception, which is overwhelming and much needed. We have surpassed pre-Covid levels in terms of ad spends," he added.

Digital will top the list for the company, followed by TV and then print. Its main marketing strategy will focus more on TV.

Ganesan expects the category to place more impetus on digital and possibly selective spends on print.

**URL:** <https://www.freepressjournal.in/business/tvs-srichakra-is-fully-prepared-to-lead-its-customers-into-the-future-of-riding-p-madhavan>



**Thank You**