



REF:TSL:SEC:2025/188

November 6, 2025

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Scrip Code: TVSSRICHA
by NEAPS

Scrip Code: 509243
by Listing Centre

Dear Sir / Madam,

Sub: Press Release

We enclose herewith a press release regarding "Eurogrip tyres introduces new adventure range at EICMA 2025, Milan".

Kindly take the same on record.

Thanking you

Yours faithfully
For TVS Srichakra Limited

Chinmoy Patnaik
Company Secretary &
Compliance Officer
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Encl: a.a

TVS Srichakra Limited

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EUROGRIP TYRES INTRODUCES NEW ADVENTURE RANGE AT EICMA 2025, MILAN

New products Trailhound Wild & Bee Wild unveiled

Milan / Chennai, 6th November, 2025: Eurogrip, India's leading brand of two-and three-wheeler tyres from TVS Srichakra Ltd., introduced **Trailhound Wild & Bee Wild** as part of its latest range of adventure and scooter tyres at **EICMA 2025**, the world's foremost motorcycle exhibition being held in Milan from November 6th to 9th 2025.

Participating for the fifth consecutive year, Eurogrip showcased global product lines such as **Bee Connect, Protorq Extreme, Climber, Roadhound, Trailhound SCR, Trailhound STR, Bee Volt, Bee Sport** etc. The new product introductions and wide portfolio displayed reflect the brands growing strength across Global Scooters, Hi Performance Sport Bikes, Enduro / Motocross, Sport Touring, Trail and Electric segments, reaffirming its commitment to building a global footprint.

Commenting on the brand's participation in EICMA, **Mr. T. K. Ravi, Chief Operating Officer, TVS Srichakra Ltd., said:** "Our focus has always been on building trust through performance, and that continues to be our emphasis as we pursue our journey of building Eurogrip as a Bike Tyre Specialist, globally. With our new product introductions Trailhound Wild and Bee Wild, we are extending Eurogrip's spirit of innovation into new segments showcasing our commitment to consistently bring relevant offerings to the riding community. EICMA gives us the opportunity to share these updates and connect with customers and business partners around the world."

Mr. V. Sivaramakrishnan, Chief Technology Officer, TVS Srichakra Ltd., said: "At Eurogrip, our Research & Development programs are built to translate advancements in material science, design precision and rigorous real-world testing, delivering exciting products to our global customers. Trailhound Wild and Bee Wild use new generation polymers in the compounds, multizone tread and an innovative tread design, making these product lines " rider's delight" across varied terrains. EICMA has always been a great platform to showcase our new and best-in-class products and range."

Eurogrip's participation this year is expected to attract strong engagement from global trade partners, OEM representatives and riders. The brand's Milan-designed range, covering Sport Touring, Off-Road, Trail Road, Classic, Scrambler, Sport and Scooter categories, is also on display, highlighting its extensive portfolio. The Eurogrip stand offers visitors an immersive experience, providing a closer look at the design, technology and engineering behind its evolving product line. Eurogrip welcomes distributors, retailers and riders to **Hall 14, Stand H38** at the **Fiera Milano Rho Exhibition Centre**, Milan, from **November 6 to 9, 2025**.

About TVS Srichakra Ltd.

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

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Annexure:

Features of New Adventure and Scooter range:

- **Trailhound Wild-** Designed for medium and large enduro motorcycles, offering riders superior stability and grip on asphalt, cobblestone, dirt and gravel surfaces.
- **Bee Wild-** Engineered for scooters, caters to riders who seek confidence and control beyond city limits and delivers a balance of comfort and durability for daily commuting as well as long-distance rides.
- **Bee Volt-** Low rolling resistance tyre developed for electric scooters, will be available in six sizes that fit the most popular models in the segment.
- **Bee Sport-** Created for performance-focused riders, is scheduled to reach retailers in the second half of 2026. Its tread pattern takes inspiration from the acclaimed Protorq Extreme and incorporates advanced engineering to deliver precision and stability at higher speeds.

Technological features for Trailhound Wild and Bee Wild:

- Tread pattern with optimal land/sea ratio at all lean angles, ensuring traction even on cobblestones, slabs and dirty roads, with high water dispersal capability.
- Knobs layout and shape for enhanced durability both on and off asphalt.
- Balanced silica compound, ensuring grip on wet tarmac.
- Quadrazone multi-compound setup on rear radial sizes of Trailhound Wild, boosting mileage, grip and stability.
- High-quality synthetic fibers structure, with 0° steel belt on radial sizes.