



TVS EUROGRIP announces Group Personal Accident Insurance for its Distributor Sales Representatives

Chennai, 1st June 2020: TVS Srichakra Limited, India's leading 2 & 3-wheeler Tyre Company, has announced Group Personal Accident Insurance for all their Distributor Sales Representatives (DSRs) across India. The policy enables the Distributor Sales Representatives to avail a personal accident cover of up to **One Lakh** rupees and hospitalization expenses of up to **Fifty Thousand** rupees in case of medical emergencies.

TVS Eurogrip has had a long standing and successful relationship with all its distributors and their sales representatives. DSRs are always on the move, due to the nature of their job. They travel to cover the market extensively and this puts them at a higher risk with respect to road mishaps. With this initiative the company renews its commitment to care for the health and well-being of its DSRs.

Commenting on the announcement **Mr. P. Madhavan, EVP – Sales & Marketing, TVS Srichakra Limited**, said, "As an organization, we have always believed in a people first approach to business. The same applies to the sales ecosystem that supports us; our distributors and their sales teams as well. The Group Personal Accident Insurance is one of the many steps introduced by the company as a goodwill gesture towards the employees of its distribution partners. DSRs are our invaluable assets and we are fully committed to safeguard their interests."

Mr. Rajan Gupta, Samaleswari Tyres - Odisha - distribution partners of TVS Eurogrip comments on the initiative, "I thank TVS Eurogrip for their kind and thoughtful gesture towards our salesmen. A business grows on the basis of strong relationships and the TVS Eurogrip team provides unwavering support to us."

About TVS Srichakra Ltd.: TVS Srichakra Ltd, is the leading manufacturer of Two & Three-Wheeler tyres and Off-Highway tyres and is part of the TVS Group, which is the largest Auto Ancillary Group in India, with a turnover of over USD 8.5 Billion. The company rolls out over 3 Million tyres every month out of its two manufacturing facilities located in Madurai (Tamil Nadu) and Rudrapur (Uttarakhand). The company enjoys a significant market share amongst Two-Wheeler manufacturers in India and has a vast nationwide distribution and dealership network to cater to the After-Market demand. TVS Srichakra Limited exports to over 70 countries across the world.

For further details, contact:

David Francis | dfrancis@perfectrelations.com | 9884052528
Meghant Parmar | mparmar@perfectrelations.com | 9962195392
Sushma Mathen | sushma.mathen@perfectrelations.com | 9962715769