REF:TSL:SEC:2026/184 November 10, 2026

National Stock Exchange of India Ltd.,
5th Floor
Exchange Plaza, Bandra (E),
Mumbai - 400 051

Scrip Code: TVSSRICHAK
by NEAPS

BSE Limited
P J Towers
Dalal Street, Fort,
Mumbai 400 001

Scrip Code: 509243
by Listing Centre

Dear Sir / Madam,

Sub: Intimation of Press Release

Pursuant to the applicable regulations of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing herewith a copy of the Press Release titled 'Eurogrip's Diwali film visits Chilla, tracing why the festival comes a day late. Exploring the intrigue.'

The aforesaid press release is also being made available on the Company's website at www.eurogriptyres.com.

Kindly take the above information on record.

Thanking you

Yours faithfully
For TVS Srichakra Limited

CHINMOY PATNAIK

Digitally signed by CHINMOY PATNAIK
Date: 2026.11.10 15:53:23 +05'30'

Chinmoy Patnaik
Company Secretary & Compliance Officer
Membership No. A14724

Encl: As above

Eurogrip's Diwali film visits Chilla, tracing why the festival comes a day late. Exploring the intrigue.

The film themed "Worth the Wait" uncovers a centuries-old Diwali custom and the human stories.

Chennai, 10th November 2026: Eurogrip Tyres, India's leading 2 & 3-wheeler tyre brand, has released "Worth the Wait", a Diwali film set in Chilla, a village near Chandigarh that celebrates Diwali a day after the rest of the country. Every year, since centuries.

The film follows two riders from Gurugram to Chilla to uncover the story behind this unusual tradition.

According to village elders, the custom goes back many generations, to a Diwali eve when the village's cattle went missing. Through conversations with the residents of Chilla, they learn about an age-old incident involving cattle that grazed away from the village and did not return home. The cattle eventually returned only the next day – of Diwali, leading the village to celebrate the festival the following day. This, we are told, is many centuries old; as reminisced by some elders of the village!

What begins as a ride to trace a little-known story becomes a discovery of tradition and human connection. Based on real conversations with the people of Chilla, the film celebrates a journey that takes us beyond destinations, to stories, customs and connections that might otherwise remain unknown.

Diwali is about coming together, and every part of India marks it in its own way. 'Worth the Wait' brings one of these lesser-known traditions to light. The riders appear only as curious visitors. The real heroes are the residents of Chilla and the warmth with which they share their story. The film reflects something every rider knows: the best stories are found off the beaten track. Through this film, Eurogrip encourages riders to go out and discover the many lesser-known gems that India holds.

Fittingly, the film releases on 9 November, a day after Diwali, the same day Chilla celebrates it. It will be available on YouTube and across Eurogrip's social media channels.

Ideation: Team Eurogrip
Production House: HR26 Films
Agency / Film promotion: Socialyse
Social Media Handles:
YouTube: @eurogriptyres
Instagram: tvseurogrip
Facebook: TVS Eurogrip

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 5 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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