

September 04, 2015

The BSE Limited  
P.J. Towers, 1<sup>st</sup> Floor, Dalal Street  
Mumbai 400001

**Subject: Tirupati Tyres Ltd. is in the process of launching an exclusive eCommerce Web Portal with Unique Features for the Tyre Industry**

Dear Sir / Madam

Tirupati Tyres Ltd, a comprehensive tyres sales and service company is in the process of launching an eCommerce Web Portal with unique features and facilities that will have the most exhaustive range of tyres.

Tirupati Tyres Ltd., will be launching an eCommerce portal yestyres.com which will address the tyre requirements (B2B) and (B2C) along with its unique Anywhere Service Plus™ concept. The proposed portal will address B2C and B2B marketplace in India and Overseas and will work as a platform for sales of tyres to all consumer and business markets including those within India and Overseas.

@ The Portal... YesTyres.com

- The Company is also combining after sales service for the Tyre Industry inclusive of Anywhere Service Plus™ which is a service designed to support vehicles requiring support during tyre puncture and other tyre issues.
- The Company is also launching a consumer section on its portal where Tyres can be bought at competitive pricing and offers prompt deliveries across India.
- The Portal will also consist of a Business To Business Section where Manufacturers of Tyres, Wholesalers, Distributors, Importers, Exporters and Retailers can access HOT DEALS and Trade on the forum across India and Overseas.
- Tirupati Tyres Ltd. will have the most exhaustive range of tyres available on its site with Ready Delivery Logistics.

Tirupati Tyres Ltd., will follow a hybrid strategy which will include sales from virtual and physical platforms of its Tyres supported by impeccable service and delivery.

Kindly take it on record and acknowledge the receipt.

Thanking You,

Yours faithfully  
For Tirupati Tyres Limited

  
Director  
TIRUPATI TYRES LIMITED  
MUMBAI