



Ref: VTTL/SE/2022-23

October 07, 2022

The General Manager – Listing,
National Stock Exchange of India Ltd
Plot No. C/1, G Block,
Bandra – Kurla Complex,
Bandra (E), Mumbai – 400 051
Tel No- 022-26598235

The Manager Listing,
BSE Ltd.,
Floor 25, P.J. Towers,
Dalal Street,
Mumbai – 400 001
PH: 022-22721234

Dear Sir/Madam,

Sub: Press release/media release

Please find attached herewith Press Release/Media release on “**VST Tillers Tractors Ltd to be the Title Sponsor of Bengaluru Bulls**”.

This is for your information.

Thanking you,

Yours truly,
For V.S.T Tillers Tractors Ltd.,

Chinmaya Khatua
Company Secretary

Encl: a/a



V.S.T. TILLERS TRACTORS LIMITED CIN-L34101KA1967PLC001706
Plot No.1 Dyvasandra Indl. Layout, Whitefield Road, Mahadevapura Post, Bengaluru-560048, India
Phone: 91-80-67141111 Toll Free: 1-800-4190136 Email: vstgen@vsttractors.com
www.vsttractors.com

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VST Tillers Tractors Ltd to be the Title Sponsor of Bengaluru Bulls

October 7, 2022

VST Tillers Tractors Ltd, India's leading farm equipment manufacturer, today announced that the Company will be the title sponsor of Bengaluru Bulls, the Pro Kabaddi League team from Bengaluru for the Pro Kabaddi League season 2022. The agreement will see VST Tillers Tractors Ltd feature as the title Sponsors of Bengaluru Bulls across various platforms, including the official playing Kits and the front of the official team jersey. To mark this partnership **Mr. Antony Cherukara CEO, of VST Tillers Tractors Ltd, and Ms. Kirthi Muralikrishnan, CEO of Bengaluru Bulls** unveiled the team's new jersey for the season.

The 9th season of the Pro Kabaddi league is scheduled to commence at Shree Kanteerava Indoor Stadium, Bengaluru on 7th October 2022. Bengaluru Bulls will kickstart this season's campaign against Telugu Titans on the same day.

Mr. Antony Cherukara, said "VST Tillers Tractors has always been on the lookout for initiatives that resonate strongly with our brand and our customers. We are happy to associate with the Bengaluru Bulls team and support their campaign this Pro Kabaddi Season. We can proudly say that Kabaddi is India's sport and with its huge fan following in rural India. We are happy to be associated with the kabaddi League. VST range of Tractors & Power Tillers are known for its power, compactness & durability, kabaddi also espouses power & grit, hence we find synergy in this association."

Bengaluru Bulls Spokesperson's Quote "Bengaluru Bulls is excited to have VST Tillers Tractors as our Title Sponsor. VST is one of the most reputed farm equipment manufacturers in the country. We believe that with the help of this partnership we will drive great support for the franchise. This partnership allows us to undertake joint initiatives and promote the sport in the state at the ground level. We believe that together we can empower young talent from rural India and specifically Karnataka. We are sure that this is the start of a long and mutually rewarding partnership between two organizations."



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VST Tillers Tractors Limited. was established in the year 1967 by the VST Group of companies. With a legacy of more than 53 years, VST continues to drive farm mechanization and empowerment of Indian farmers. The organization is the largest Indian manufacturer of Tillers, 4WD Compact Tractor, and amongst the leading producers of the other category Tractors, Engines, Transmission, Power Reaper, and Precision Components. VST also exports products to European, Asian, and African markets. For more details, please visit <https://www.vsttractors.com/>

Bengaluru Bulls (BGB) is a Kabaddi team based in Bengaluru that plays in the Pro Kabaddi League. Bengaluru Bulls were champions in Season 6 and are led by Mahender Singh as captain, Saurabh Nandal as vice captain and coached by Randhir Singh Sehrawat, who is an Arjuna award winner. Bulls play their home matches at the Kanteerava Indoor Stadium. The Bulls are one of the most successful teams in PKL history after winning in the 2018–19 season. The team has reached the semifinals five times over 8 seasons, more than any team in the PKL history. Bengaluru Bulls takes pride in the immense fan following it has in Karnataka, which makes them the PKL team with the largest fan base.



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