



JK Tyre pioneered radial technology in India way back in 1977 and today, almost four decades later, is one of India's leading tyre companies, manufacturing a range of tyres that cater to diverse business segments. With a growing presence in 100 countries, JK Tyre continues to be one of the largest tyre exporters from India. JK Tyre has nine state-of-the-art manufacturing facilities in India and Mexico with a combined capacity exceeding 20 million tyres per annum. The company's technological prowess is powered by the Hari Shankar Singhania Elastomer and Tyre Research Institute (HASETRI), Dr. Raghupati Singhania Center of Excellence at IIT Chennai and Tech Center at Faridabad.

**Market**

The Indian automobile industry is, today, the 7th largest automobile producer in the world and has been completely transformed in the last two decades. It contributes over 7% to India's GDP and produces over 4.50 million vehicles a year in the 4-wheeler segment. The tyre industry is closely linked to the automotive business.

The estimated size of the Indian tyre industry in 2014/15 was Rs 50,000 crore of which a little over 20% was exported. The major business segments for the industry are original equipment manufacturers (OEMs) and the after-market. Economic activity in the country significantly impacts tyre demand. With an eye on the future business potential, global tyre majors are enhancing their presence in India.

The long-term growth drivers for the Indian tyre industry are expected to be truck and bus radials (TBRs) and passenger radials. In this market of opportunity, JK Tyre has its plans anchored in place and is poised to capture this growth, particularly since radialisation in the truck bus segment is pegged to surge past 50% in the next few years.

**Achievements**

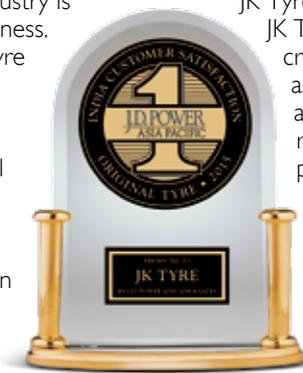
JK Tyre's vision is to be amongst the most admired companies in India, deeply committed to excellence. Indeed, it takes its dedication to quality so seriously that in its pursuit it has achieved many path-breaking feats and has won many accolades. The most recent being the J. D. Power 2015 India Original Tire Satisfaction Study in which it ranked highest in Customer Satisfaction.

The company has laid special emphasis in establishing a vast distribution network. The footprint comprises of 142 selling locations,

4000+ dealers and over 125 exclusive retail outlets, branded JK Tyre Steel Wheels. These outlets are equipped with state-of-the-art wheel servicing equipment and offer a superior buying experience. For the commercial vehicle segment in India, the company has established seventeen JK Tyre truck radial service centres, branded JK Tyre Truck Wheels, which offer cradle-to-grave solutions for tyre care and maintenance. The company has also established a network of 150+ retread franchisees to support its pre-cured tread rubber business. To further widen its distribution reach, the company continues to leverage its tie-up with Indian Oil.

Technology leadership is at the core of all research and development activity at JK Tyre. Multi-disciplinary teams of scientists and technologists, through a synergetic blend of knowledge, experience and hard work are actively engaged in maintaining the company's technological leadership. The JK Tyre Tech Center and other in-house R&D centres are extensively engaged in technological development and upgradation in the areas of material, products and processes. The use of high-end tools and predictive technologies in association with the Hari Shankar Singhania Elastomer and Tyre Research Institute (HASETRI) and RPS Center of Excellence for Tyres and Vehicle Mechanics located at IIT Madras, has enabled the company to constantly innovate.

JK Tyre enjoys association with major automotive brands of the world like Maruti Suzuki, Hyundai, Tata Motors, Ashok Leyland, Mahindra & Mahindra, Volvo, Eicher, General Motors, Volkswagen, Fiat, Nissan, Honda, Bharat Benz, John Deere, TAFE, FORCE Motors, BEML and JCB and with the country's defence services and state transport undertakings. A recent achievement is the appointment of JK Tyre as an exclusive supplier to Maruti Suzuki for their premium cross over vehicle, S-Cross. JK Tyre continues to be the only tyre Superbrand in India and has been chosen thus for the 4th consecutive time. Its other brand-centric awards include Brand of the Year by World Branding Forum, London, Asia's Most Promising Brand and Admired Brand of Asia.



History JK Tyre commenced operations in 1977 with its first tyre plant in Kankroli, Rajasthan. This facility had an installed capacity of 0.50 million tyres per annum. As demand grew, JK Tyre established a new state-of-the-art passenger radial manufacturing facility at Banmore near Gwalior in 1991.

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the acquisitions of Vikrant Tyre, a Government of Karnataka undertaking, in 1997 and of Compania Hulera Tomel of Mexico in 2008.

**Product**

Over the last three decades, JK Tyre has closely tracked emerging trends, evolving customer needs and applications. This has equipped it with knowledge and enabled it to pioneer world-class products and services. One of its key thrust areas and investments in India has been the development of markets for passenger car and truck-bus radial tyres. With the widest range of truck and bus radials, JK Tyre is the only Indian tyre manufacturer to have sold over 8 million truck radial tyres in India.

JK Tyre markets a wide range of products to cater to trucks, buses, light commercial vehicles, small commercial vehicles, passenger cars, multi-utility/sports utility vehicles, tractors and off-the-road (OTR) segment. The company also manufactures and markets pre-cured tread rubber branded as JK Treads. The company markets its entire range of products under its flagship brand, JK Tyre. The brand portfolio also includes Vikrant and Tomel.

As part of its global product line series, the company recently launched its new range of SUV tyres branded as Ranger and designed especially for the next generation SUVs. The company extended its ultra-high performance passenger car tyre range, the UX Series and launched UX Royale – designed for speeds up to 240 kmph in the mid-size and luxury sedan segments. In the 24-hour endurance test in association with Audi and Overdrive, UX-1 tyres have established new performance benchmarks. The test was conducted at the Coimbatore race track.

In the truck and bus radial segment, JK Tyre continues to introduce new products; some of the latest offerings being Jetsteel JDH3, Jetsteel JDE+, Jetway JUH 3+ and Jetway JUH5 and a super-premium mileage tyre, Jet R Xtra Miles, in the truck-bus bias segment. There is continuous

endeavour to reduce operating costs for the customer by delivering a lower cost per kilometre.

**Recent Developments**

After completing a green-field project in Chennai, in a record time of less than two years, the plant has undergone further expansion with an outlay of nearly ₹1500 crore. Its truck-bus radial capacity would be enhanced by 55% and passenger car radial by 26%. In addition, the company is also expanding its capacities in the small commercial vehicle and farm segments and has aggressive growth plans.

**Promotion**

The company's key brand campaign *The Farther You Go, The Closer You Come*, revolves around how going on regular long drives enables people to rediscover and renew relationships with family and friends.

To further build brand salience, JK Tyre maintains a high presence in the electronic media across a bouquet of channels and has been associated with high impact properties. Brand JK Tyre is also actively engaging its consumers through new age digital media and has maintained presence in the rapidly growing social media space.

JK Tyre is the pioneer of motorsport in India. Over the years, the company has invested over ₹100 crore towards building an infrastructure and establishing a structured programme to nurture and develop talent. The JK Tyre National Racing and National Karting Championships are breeding grounds for the country's young motorsport talent. Karun Chandhok, Armaan Ebrahim, and Aditya Patel are all JK Tyre prodigies, as also Narain Karthikeyan in the past, who have done India proud in the global arena. A recent initiative has been the partnership with Tata Motors for their TI Prima Truck Racing Championship where

**INTRODUCING THE  
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opportunities are some other significant initiatives. JK Tyre is also actively promoting the cause of road safety and continues to partner with Delhi Traffic Police during the National Road Safety Week and also at various other fora, especially in schools across the country.

**Brand Values**

JK Tyre has inherited its brand values from the founding fathers of the JK Organization. The core values of caring for people, integrity including intellectual honesty, openness, fairness, trust and commitment to excellence are upheld in everyday tasks. JK Tyre as a brand inspires trust and a deep emotional bond with its customers. Safety, reliability and durability are easily associated with it.

**Things you didn't know about JK TYRE**

- ▶ JK Tyre pioneered radial technology in India in 1977
- ▶ It has been ranked three times as the No. 1 in Customer Satisfaction by J. D. Power
- ▶ JK Tyre & Industries owns three brands – JK Tyre, Vikrant and Tomel
- ▶ The company has sold more than 8 million truck-bus radials in India
- ▶ India's first and only truck radial racing tyre has been manufactured by JK Tyre
- ▶ JK Tyre is one of the largest suppliers of tyres to the defence sector in India
- ▶ JK Tyre is the manufacturer of India's largest earthmover tyre, the 40.00-57 VEM 045, which is over 12 feet in diameter and weighs approximately 3700 kilos



twelve powerful and aggressively-styled Tata PRIMA trucks fitted with JK Jet Racing Truck Radial tyres competed at the Buddh International Circuit, Greater Noida.

JK Tyre has also been instrumental in recognising excellence in the auto industry with events such as the Indian Car of the Year (ICOTY) and Indian Motorcycle of the Year (IMOTY) Awards – the most prestigious awards of the Indian automotive industry.

Through its CSR initiatives in the fields of education, health care, livelihood enhancement and environment, the company has touched and improved thousands of lives. One of the key initiatives undertaken is *Project Parivartan* for reproductive and child health care. Adult literacy programmes and adoption of Government ITIs for skill development and job