

JK Tyre to hike prices from June

Our Bureau

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JK Tyre plans to increase tyre prices in June by about one-two per cent.

This is to offset the input cost increase on the back of a weak rupee.

"Most of the competition raised prices in March after the excise duty increase, but we didn't.

"However, there is a huge impact of the rupee devaluation since we have large import component in terms of our raw materials," said Mr Vikram Malhotra, Vice-President of Marketing and Sales, JK Tyre and Industries.

CHENNAI PLANT

The company expects a double-digit growth this fiscal, with the Phase-II of its new Chennai plant starting operations around May.

The plant currently has a capacity of 25 lakh car radials and two lakh truck and bus radials.

JK Tyre also launched a 24X7 roadside assistance service, Fix-a-tyre, for its customers in the National Capital Region on Wednesday.

Focussed on women and elderly drivers, who have trouble changing tyre, this service is available on prior registration to all existing and new customers who buy at least two tyres.

"This service is for the many people who drive cars, but don't know how to check their tyres for safety. So far, this is a pilot for the NCR, but we have plans to launch it countrywide," Mr Malhotra said.

While there is a nominal cost for repair, one time non-registered users will have to pay a charge of Rs 200. Available as a tie-up with on-road car service provider, Crossroads, JK Tyre itself has six vans and four motorcycles dedicated to this initiative.

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