

# Made for INDIA

**Rajiv Prasad, President (India Operations), JK Tyre & Industries, helps us decode the company's indigenous innovation and successes**



**How has JK Tyre adapted its engineering and design to suit India's diverse local needs?**

>> As a homegrown tyre manufacturing company, we had an edge over other tyre manufacturers in India; it was comparatively easy for us to understand the dynamics and needs of the customers. We started by converting the opportunities in the Indian tyre market by leading the radical revolution back in 1970s and being prompt in implementing new-age technological and manufacturing excellence to manufacture products best suited for the Indian tyre market.

With a vast experience and understanding of operating conditions in India, we manufacture high-performing products equipped with the latest technology across categories, including truck/bus radial, passenger, commercial, two/three-wheeler, and farm and off-the-road Tyres. As the leading player in the commercial vehicle segment, we have continuously reinvented our technology, engineering techniques and design of truck/bus radial and bias tyres. Our Jet, Jet way and Jet Steel range offers better fuel economy, traction, braking and puncture resistance, lasts longer and has high-speed capability.

For quality performance, we use tubeless radials with a robust pattern technology for better grip, handling, fuel saving and low rolling resistance for passenger cars, including luxury, sedans, SUVs and sport cars. We have extensive Tyre range available in this category including UX1, UX Royale, VECTRA, Ultima Sport, Ultima NEO, Ranger etc. which blends in with the vehicle's design and offers best in class comfort and handling.

We understand the consumer today is curious, does not want to compromise on quality and performance, and is more aware than ever. Keeping this as a top priority, we launched the Blaze two-wheeler range, which comes with hybrid technology, is race-track tested and also 100%

runout tested. It is designed to address the customer's demand for more endurance in motorcycle and scooter Tyres across cities and rural areas.

A detailed study of road conditions in India coupled with consumer needs is what helped us in making high performance products to suit the needs of a diverse consumer segment. Our strategic acquisitions and plants equipped with advanced technologies and state-of-the art machinery have helped us expand our presence. Our approach to adapt to latest industry trends has helped us stay ahead of the competition and become a go-to trusted brand for consumers in the

country.

**Ceaseless innovation is a must to stay ahead of the curve. How has JK Tyre innovated to deliver improved products and customer satisfaction?**

>> At JK Tyre & Industries Ltd, we believe innovation is a continuous process and our focus on disruptively innovating is what differentiates us from our competitors. Our persistent efforts to innovate high performing products has helped us in being future ready. Substantial investments on technology advancement, research and development has helped us in enhancing the performance of our products and align better

with customer expectations.

Our strength lies in offering customized solutions to fleet owners. We provide a dedicated Fleet In-Charge for every fleet who assists in the implementation of best tyre care and maintenance practices, like fit to application, proper fitment procedures, correct inflation pressure, timely rotation, and corrective actions for abnormal wear.

To ensure a hassle-free experience, we maintain a centralized record book for fleets to provide data management software for tyre data entry and analysis. Tyre data records of fleets are synchronized with fleets' database for vehicle fitness and the vehicle fitness report is shared with the owner and maintenance staff on a regular basis.

Akin to innovation, we believe being imaginative and going beyond is also crucial to the success of an organization. As a part of innovating, we provide cradle-to-grave solutions for truck/bus radials to our customers, which has helped us in delivering superior value experience to them. Starting from product manufacturing to providing after-sales services, we provide 360-degree experience to our customers with a strong network of Truck Wheels, Steel Wheels and Retread Centers spread across length and breadth of the country. We have been providing quality services through our brand retail shops, which add to the total life of the tyre and ultimately deliver a lower cost-per-kilometer to the consumer.

We are a company that thrives on safety, performance and quality when it comes to our products and an undeterred focus on these values has helped us create a conducive environment for the company to achieve pole position in the sector and maintain it. All our manufacturing plants are equipped with state-of-the art technologies and strong research foundation, which has been replicated in our products to address the demands of diverse customer segments.