

MRF top in customer satisfaction survey

TYRE MAJOR MRF on Friday said that it has emerged as No.1 in customer satisfaction in the inaugural JD Power 2018 India Tractor Tyre Satisfaction Index (TTSI) Study. MRF has performed strongly across all four tyre performance-related factors measured in the study including tyre durability, traction/handling, ride quality and appearance with the highest lead over the industry seen in durability, which is also the factor rated highest in importance in measuring overall satisfaction. The company said that this recognition highlights MRF's position in the Indian market as the most preferred farm tyre brand among tractor owners, thereby, reiterating that the company is truly the 'Kisan ka Dost'. And it is a testimony to the value proposition which MRF's products offer to the customers.