

BUSINESS LINE

N. D 21/04/18

Neumex rolls out new range of tyre products

OUR BUREAU

Hyderabad, April 20

Tyres maker Neumex has rolled out a range of products across six categories, targeting the replacement market.

The tyre brand co-promoted by industry veteran Ravi Shankar has adopted a lean model wherein the company designs the tyres, gets them manufactured at a third party facility and markets them under its brand.

As against a layered sales network, it is a factory-to-retail outlet model.

"We have introduced tyres for six major categories – including two- and three-wheelers, small commercial vehicles, light commercial vehicles and farm equipment – and will gradually step up the range," Ravi Shankar, who also serves Neumex as MD and CEO, told *BusinessLine*.

Replacement market

"The after-market offers a huge opportunity, as more than 50 per cent is served by the unorganised sector. We are also looking at exports," he said.

Neumex has begun operations in Hyderabad and Secunderabad and gradually plans to cover AP and Telangana and then the South.

It will subsequently follow this up with a pan-India presence in a phase manner, said Ravi Shankar.

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Spot rubber closes unchanged

Kottayam, April 20



Spot rubber closed unchanged on Friday. RSS-4 was quoted steady at ₹120.50 a kg, by traders. The grade finished flat at ₹116 and ₹120 respectively, according to dealers and the

Rubber Board. May futures declined to ₹120.50 (122.10), June to ₹123.28 (125.05), July to ₹124.90 (126.99) and August to ₹125 (128.25) on the National Multi-Commodity Exchange (NMCE). RSS 3 (spot) firmed up to ₹114.20 (113.22) at Bangkok. Its April futures improved to ₹110.62 (109.89) on the Tokyo Commodity Exchange (TOCOM). Spot rubber rates (₹/kg) were: RSS-4: 120.50 (120.50); RSS-5: 117 (117); ISNR 20: 106 (106) and Latex (60% drc): 82 (82.50). OUR CORRESPONDENT