

“ JK TYRE PRODUCT MATRIX ”

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ABSTRACT:-

A global force, JK Tyre is present in 105 countries with over 180 Global distributors. The Company has 12 globally-benchmarked 'sustainable' manufacturing facilities - 9 in India and 3 in Mexico – that collectively produce around 35 million tyres annually.

KEYWORDS –

“JK Tyre - Desh Ka Tyre”

JK Tyres – Cars, Bus , Truck / 2W

1: INTRODUCTION :

The flagship company of JK Organisation, JK Tyre & Industries Ltd is one of India’s foremost tyre manufacturers and is also amongst the top 25 manufacturers in the world.

For the past four decades, JK Tyre has been at the forefront in driving innovation and excellence in the tyre industry through introduction of ground-breaking technologies and products that cater to diverse business segments in the automobile industry. Pioneers of radial technology, the Company produced the first radial tyre in 1977 and is currently the market leader in Truck Bus Radial segment. In 2019, the Company achieved a remarkable feat by entering the coveted Limca Book of Records with the country’s largest off-the-road tyre - VEM 045. The Company provides end-to-end solutions across segments of passenger vehicles, commercial vehicles, farming, Off-the-Road and two & three-wheelers.



Excellence comes not from mere words or procedures. It comes from an urge to strive and deliver the best. A mindset that says, when it is good enough, improve it. It is a way of thinking that comes only from a power within.



- Caring for people
- Integrity including intellectual honesty, openness, fairness and trust
- Commitment to excellence



MANUFACTURING PLANTS

HOME CORPORATE MANUFACTURING PLANTS



JK Tyre has 9 modern plants in India which are strategically located at:

- Mysore, Karnataka -3
- Banmore, Madhya Pradesh
- Kankroli, Rajasthan
- Chennai, Tamil Nadu
- Haridwar, Uttarakhand - 3

- Constantly innovate & provide technologically advanced solutions
- Achieve process excellence by leveraging emerging technologies
- Be a learning organization with an engaged team
- Reduce carbon emission intensity to 50% by 2030

VISION & MISSION

HOME CORPORATE ABOUT JK TYRE VISION & MISSION



Vision

- Be a Green and Trusted Mobility Partner

Mission

- Be a customer centric company
- Deliver enhanced value to all stakeholders
- Be amongst Top 2 tyre brands in India with significant global presence

CSR INITIATIVES

WATER

Water is critical to our business and a priority at JK Tyre and therefore, we work closely with community and other stakeholders for water resource management. JK Tyre has achieved the distinction of being one of the lowest water consuming company and established newer benchmarks for water consumption in tyre industry globally. Taking a few steps ahead, the company initiated various water conservation initiatives in villages nearby it's manufacturing locations to enable local communities in becoming water sufficient and directly impacted more than a lakh people.



ADULT LITERACY

The Adult literacy program, running since year 2004 at all manufacturing locations of JK Tyre has transformed the lives of more than 50,000 rural illiterate women. These women are now functionally literate, may read and write with ease, do basic calculations, help their children in study, started income generation activities and moving ahead on

path of progress and prosperity. The Adult



literacy program at Central Prison, Mysore is a unique initiative and it helped more than 5,500 prison inmates to become functionally literate. A third party impact assessment of adult literacy program has revealed that project has been extremely successful. In addition to educating illiterate rural women, the project had been instrumental in improving women's position in society, education of their children, entrepreneurship development; increase in household income and eventually improvement in quality of life of these neo-literates.

BUILDING TOILETS TO ENSURE SANITATION FOR ALL

Open defecation remains a persistent problem across the length and breadth of country. JK Tyre partnered in Government's ambitious 'Swachh Bharat Mission' and helped building of total 3,847 toilets in rural areas during last three years. This intervention has paved the way for transforming more than 60



villages as completely open defecation free. It has also been ensured that these newly built toilets are being used and maintained well and therefore communities have been made aware of consequences of open defecation through meetings, rallies, walks of shame, posters, banners, etc.

R & D FACILITIES

Raghupati Singhanian Center of Excellence, Mysore, Karnataka

A state of the art facility in the heart of Mysore which comprises of-

- HASETRI (HARI SHANKAR SINGHANIA ELASTOMER AND TYRE RESEARCH INSTITUTE)



HASETRI is an Independent Research Institute specializing in the area of Elastomer Research and Tyre Mechanics, established to fulfill the nation's need for developing newer and better technologies for elastomer and tires.

CONCLUSION:

JK Tyre is one of the leading tyre manufacturers in India. In the SWOT analysis of JK Tyre, we observed that the company has a strong distribution channel and is present in all three price segments in the Indian market.

REFERENCE:

1. <https://en.wikipedia.org/wiki/E-sports>
2. <https://www.jktyre.com>