

“JK Tyre Product Matrix”

Mr. Ashokkumar Baburam Mourya

Student of Master of Management Studies,

Alamuri Ratanamala Institute of Engineering And Technology, Mumbai University, ashkumar776@gmail.com

Prof. Zakir A Farooqui, Assistant Professor,

Master of Management Studies

Alamuri Ratanamala Institute of Engineering And Technology, Mumbai University,

Dr. Ashwini Kshirsagar Professor

HOD, Master of Management Studies

Alamuri Ratanamala Institute of Engineering And Technology, Mumbai University

ABSTRACT:-

At its core, JK Tyre's philosophy embodies a relentless focus on enhancing shareholder value and upholding the highest standards of ethical business conduct. The Company's unwavering commitment to these ideals is reflected in its comprehensive Code of Corporate Ethics and Conduct, which serves as a powerful statement of its dedication to excellence in all interactions with all Product range.

KEYWORDS –

JK Tyre , Tyre, PCR, TBB, TBR.

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.

JK Tyre's unwavering commitment towards innovation is reflected through the concerted efforts at its state-of-the-art global research and technology centre – the Raghupati Singhanian Centre of Excellence - in Mysore. The Centre houses some of the world's finest technologies and techniques, thereby, adding to the larger efforts of the Company to put India on the global innovation map. The Hari Shankar Singhanian Elastomer and Tyre Research Institute (HASETRI) - which fulfils need for globally competitive technologies for tyres and polymers and the JK Tyre Tech Centre, a hub for new product development catering to current and emerging needs of customers.

JK Tyre launched India's first ever 'Smart Tyre' technology-and introduced Tyre Pressure Monitoring Systems (TPMS) by offering TREEL Sensors, which monitors the tyre's vital statistics, including pressure and temperature.

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. The Company also has a strong network of over 4000 dealers and 500+ dedicated Brand shops called as Steel Wheels and Xpress Wheels. JK Tyre is also synonymous with motorsport in the country. For over three decades, the Company has relentlessly worked towards shaping India's positioning as the motorsport hub of Asia, developing the right infrastructure for the sport and promoting young talent in the arena.

It is the only Indian tyre manufacturer to be included in the list of Superbrands India in 2019 for the seventh consecutive year. Additionally, JK Tyre was featured among India's Best Companies to Work For in 2019 by Great Place to Work®. JK Tyre recently was awarded the most coveted Safety award in the world -the Sword of Honour for Safety across its plants by the British Safety Council, UK.

2.: HISTORY OF JK Tyre

The group rose in importance in the 1950s to 1980s, when it was the third-largest industrial conglomerate in India after the Birla and Tata conglomerates. The group has multi-business, multi-product, and multi-location operations, with interests in many countries. It has overseas manufacturing operations in Mexico, Indonesia, Romania, Belgium, Portugal, the UAE, and Switzerland. The organization also includes research and development institutes in various fields.^[3] The family is currently divided into three main groups headed by Dr. Gaur Hari Singhanian based in Kanpur, Shri Hari Shankar Singhanian based in Delhi and Shri Vijaypat Singhanian based in Mumbai. The three men are cousins who now run independent businesses, which are technically and legally separate entities and have no cross-holdings or common directors and employees, sharing only the family history.

3. Products provided by JK tyre:

JK tyre manufacture and market automotive tyres, tubes and flaps. Our constant innovations in the radial range have sustained our market leadership over the past four decades. Both our Smart tyre and Puncture Guard launches have reaffirmed our innovation strength, technical expertise and our position as a market trend setter. We have developed a new range of speciality products to cater to the EV segment. We continue to invest in R&D to offer our trade partners and customers new-age tyres manufactured sustainably

Puncture Guard technology & Smart tyre ;It heals itself and delivers the same performance as a fresh tyre each time. Puncture Guard tyre technology is an automated process, healing the punctures multiple times and offering hassle-free ride throughout the life of the tyre without air loss

Inbuilt sensors and cutting-edge technology provides real-time information about the health of the tyres. A one-of-a-kind technology-based tool geared toward smart monitoring and maintenance of tyres.

Smart EV Tyres; We have developed developing a range of new tubeless tyre offerings for EVs powered by next-generation design philosophy and process and material innovation. These tyres are smarter, quieter, efficient and durable, and provide optimal mileage. These have been developed with state-of-the-art simulation tools for predictive analysis, and are capable of withstanding high initial torque. R&D for these tyres is being conducted in partnership with automobile industry leaders to cater to emerging customer requirements.

Strong OEM Relationships: Industry Leading Partners:

Car Segment

- Maruti Suzuki
- TATA Motors
- Mahindra & Mahindra
- Honda Cars
- Force Motors

Truck

- TATA Motors
- Mahindra & Mahindra
- Ashok Leyland
- Volvo Eicher
- Volvo
- MAN

Tractor

- TAFE
- Mahindra & Mahindra
- Captain
- Escorts

Product Segment	Description		Features
Truck Bus Radial	JUH XF & JDH XF		<ul style="list-style-type: none"> - Fuel saver technology design - Low RRC & Low Noise - High mileage
Passenger Car Radial	Levitas (Premium, High End, UHP Range for Mercedes, Audi, BMW, Jagaur)		<ul style="list-style-type: none"> - Ultra High performance at 270kmph & 300kmph - Short braking distances and high cornering stability - Superior safety in wet conditions - Better traction, ride comfort & Noise levels
	Taximax – 1Lac Km tyre		<ul style="list-style-type: none"> - Very high tyre mileage - Excellent durability - Superior grip & braking - Unique design for reduced vibration & noise

Innovative Product Launched across product segments (2/2)

Product Segment	Description		Features
2/3 wheelers	Blaze (with diverse variants)		<ul style="list-style-type: none"> - High Speed Stability & Performance - Better Ride Comfort & Smooth Cornering - High Fuel Efficiency - Ensures Less Tread Rubber Shuffling - Better Traction on ON & OFF Road Application
Farm	Shresth		<ul style="list-style-type: none"> - Step-lug design with Superior dimensions - Superior tread depth - Extra strong casing - Step-lug technology - High load caring capacity - Provide even wear - Better traction and long life - Better control and good performance & aesthetics

OTR

- BEML
- Caterpillar
- L&T Construction
- Tractors India
- TATA Hitachi
- JCB
- SANY

- Kankroli, Rajasthan
- Chennai, Tamil Nadu
- Haridwar, Uttarakhand – 3

JK Tyre has also enhanced its global reach by taking over Tornel, a renowned Mexican company, which has 3 plants in Mexico. All of these plants are equipped with the world's most advanced manufacturing and testing machines.

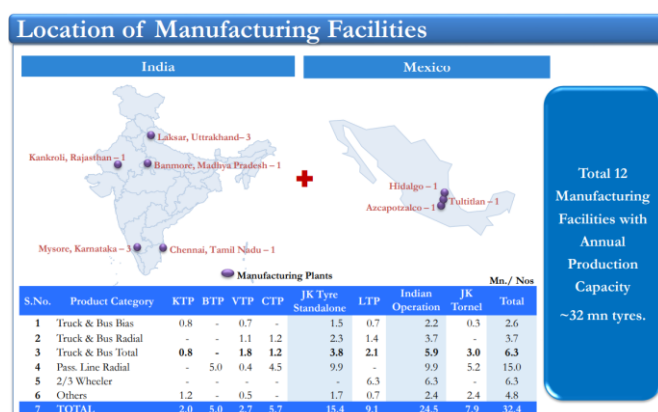
JK Tyre started manufacturing tyres in 1977 with a capacity of 0.5 million tyres per annum. It has grown multi-fold over the years, and currently has a capacity of more than 35 million tyres per annum from its 12 plants in India and Mexico. With the commissioning of the Greenfield Project in Chennai, the capacity across 12 plants has crossed the milestone of 35 million tyres per annum.

JK Tyre ,in April 2016, acquired Cavendish Industries Limited in Haridwar, UKD. While the acquisition added three modern plants to its portfolio taking the total count to 12, it helped the tyre major foray into the two/three wheeler segment as well.

2/3 Wheelers

- Hero MotoCorp
- Bajaj Auto

Manufacturing Capacities:



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

- Mysore, Karnataka -3
- Banmore, Madhya Pradesh

HASETRI certified as world's first Proficiency Testing Provider of Tyres Rolling Resistance Measurement by NABL:

Awarded according to the ISO 17043:2010 standards, for rolling resistance testing C1, C2 and C3 tyre categories

Received basis the evaluation of the sub-disciplines of chemical and mechanical testing processes at HASETRI

New-Delhi, January 08th, 2024: Hari Shankar Singhania Elastomer and Tyre Research Institute (HASETRI), becomes world's first accredited Proficiency Testing Provider (PTP) for Rolling Resistance Tests by the National Accreditation Board for Testing and Calibration Laboratories (NABL). The unique certification is awarded according to ISO 17043:2010 standards for

the testing of three key categories that is C1 (passenger car tyres), C2 (light truck tyres), and C3 (heavy truck tyres). The recognition is based on the evaluations of various parameters under Chemical and Mechanical sub-disciplines at HASETRI.

The significant certification, valid from November 30th, 2023, to November 29th, 2025, positions HASETRI at the forefront of proficiency testing power, reinforcing its commitment to excellence in the field of elastomer and tyre research. The achievement highlights HASETRI's dedication to employing simulation and prediction techniques to optimise product performance and design cycle time.

“JK Tyre successfully raised Rs.500 crore through QIP”

New Delhi, January 01 st , 2024:

JK Tyre & Industries Limited, one of the leading tyre manufacturers in India has successfully concluded its fund-raising plans of Rs.500 crore by way of Qualified Institutional Placement (QIP).

QIP was priced at Rs.345 per share (including a premium of Rs.343 per share with face value of Rs.2 per share)

QIP received overwhelming response from marquee investors including Indian mutual funds, insurance companies and foreign institutional investors.

Dr. Raghupati Singhania, Chairman and Managing Director, JK Tyre said;

“We are pleased to have successfully completed QIP of Rs.500 crore. This is an important milestone in our corporate journey. Participation of several reputed investors in the issue endorses their faith and confidence in the Company’s growth story.

QIP funds will be used for the purpose of growth capex and strengthening of the balance sheet”.

Emkay Global Financial Services Ltd managed the issue as sole Lead Manager.

CONCLUSION:

Tires are what allow you and your vehicle to roll down the road. The main functions of a vehicle's tires include supporting the vehicle load, transmitting traction and braking forces to the road surface, absorbing road shocks, and changing and maintaining the direction of travel.

The materials of modern pneumatic tires are synthetic rubber, natural rubber, fabric, and wire, along with carbon black and other chemical compounds. They consist of a tread and a body. The tread provides traction while the body provides containment for a quantity of compressed air.

REFERENCE:

1. <https://en.wikipedia.org>
2. <https://pcr.jktyre.com/>