

Investor's Presentation Q1FY25

 **JKTYRE**
& INDUSTRIES LTD.



Excelleration

Towards sustainable growth

Company Overview



Leading tyre manufacturing company in India with significant brand presence globally

- ❖ Pioneer of radial technology in India and No. 1 in Truck/Bus Radial (TBR) manufacturer
- ❖ 1st company in India with OE fitment of tubeless passenger radials. Also, 1st in India to launch high performance H, V and Z-rated passenger radial tyres
- ❖ Globally among top 3 tyre manufacturers in terms of lowest energy consumption
- ❖ First in India to launch Tyre Pressure Monitoring System (TPMS) based on sensor technology

Q1FY25 Consolidated Financials

INR 3,655 Cr. <i>YoY Growth -2%</i> Total Revenue	INR 516 Cr. <i>YoY Growth 11%</i> EBITDA*	INR 212 Cr. <i>YoY Growth 33%</i> Profit After Tax
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FY24 Consolidated Financials

INR 15,046 Cr. <i>YoY Growth 2.5%</i> Total Revenue	INR 2,122 Cr. <i>YoY Growth 59%</i> EBITDA*	INR 811 Cr. <i>YoY Growth 207%</i> Profit After Tax
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40+
Years of experience in tyre manufacturing



12 Manufacturing Facilities
35mn Tyre Manufacturing Capacity



100
Countries – Global presence



10,000+
Employees globally



19th
Ranked top tyre company Globally



800+
Total No. of SKUs



6,000+
Extensive Dealer & Distribution Network



25+
OEM Client and Relationships

*EBITDA includes Other Income

Strong Customer Connect and OEM Presence..



Passenger Car



HYUNDAI

TATA MOTORS



Mahindra



FORCE MOTORS



HONDA



Tractor



Mahindra



ESCORTS



JOHN DEERE

SWARAJ



CAPTAIN
Pioneer of The Mini Tractor



EICHER



Truck & Bus

TATA MOTORS



ASHOK LEYLAND



Mahindra
Trucks and Busses



SCANIA



OTR

बी ई एम एल



Bobcat



ACE
Hardware



SCHWING
Stetter

TATA HITACHI

Reliable solutions



SANY



ESCORTS

2-Wheeler



BAJAJ



TVS

2-Wheeler – Electric



VVA Auto Industries Pvt. Ltd.



OKINAWA
Power the Change



BENLG



COSBIKE
FUN | FUTURISTIC | FANTASTIC



Dr. Raghupati Singhania
Chairman & Managing Director



Anshuman Singhania
Managing Director



Arun K. Bajoria
Director & President – Int.



Anuj Kathuria
President - India



A. K. Kinra
Financial Advisor



Sanjeev Aggarwal
CFO



V. K. Misra
Technical Director



Dr. R. Mukhopadhyay
Director (R&D)



A. K. Makkar
Chief Sustainability Officer



Srinivasu Allaphan
Marketing Director



Ashish Pandey
Sr. VP–Materials



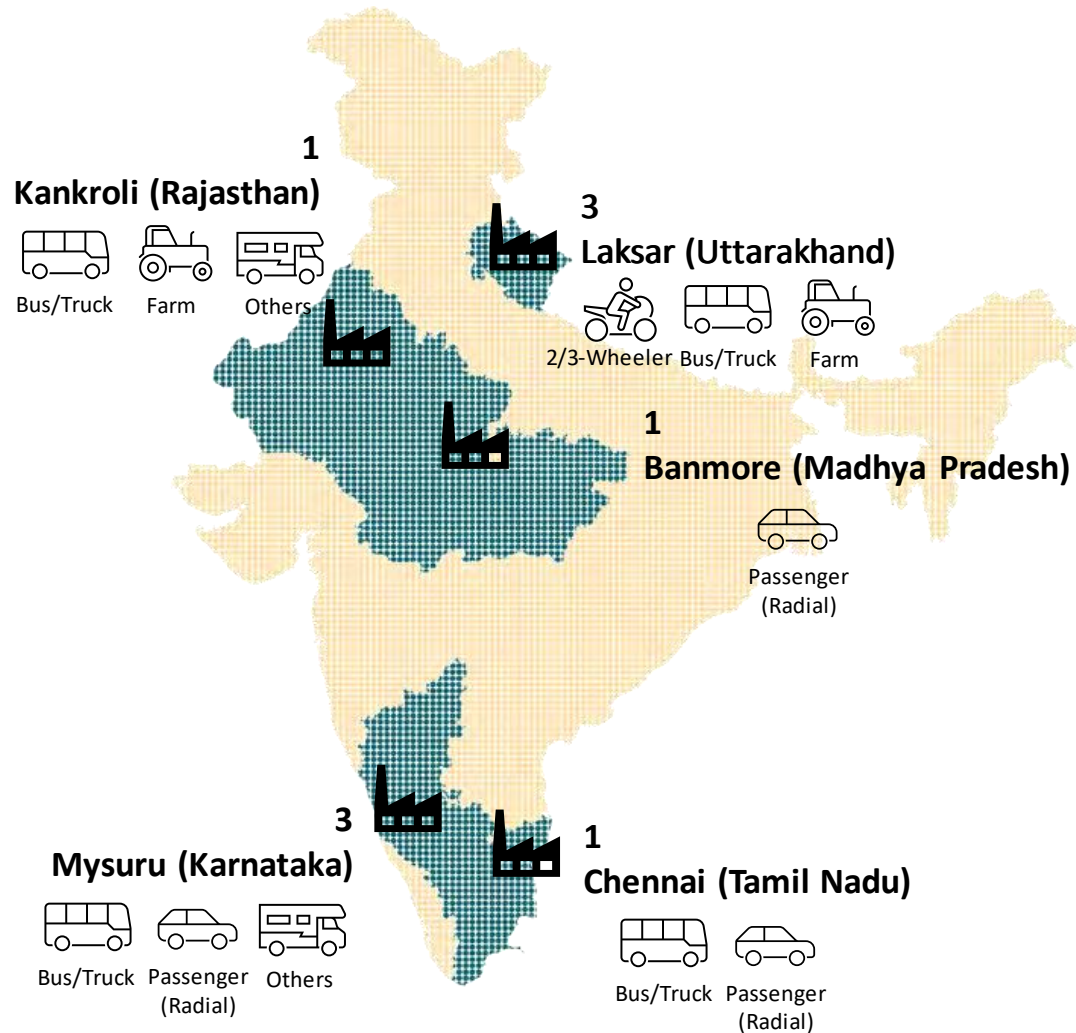
Bharat Aggarwal
Head - International Trade



P.K. Rustagi
VP (Legal) & CS



Pravin Chaudhari
ED – JK TORNEL



India (JK Tyre and Cavendish)

Presence in Mexico (JK Tornel)



“Raghupati Singhanian Centre of Excellence (RPSCOE), Mysore, Karnataka



- ✓ Asia's first and India's foremost highly versatile and State-of-the-art Tyre / Elastomer Institute with over 200 R&D and Technology scientists working in JK Tyre and HASETRI.
- ✓ Research in the field of advanced materials, alternate materials, nanotechnology, process and product simulations, predictive technology, advanced tyre mechanics, etc. - 7 Patents granted
- ✓ India's biggest Anechoic Chamber for Noise and Vibration analysis
- ✓ Green Technology – Developing sustainable range of tyres and tyres with low RRCs and noise
- ✓ New product developments in high margin segments

Continuous investment in R&D activities aimed at offering technologically advanced products to gain higher market presence and enhanced profitability

1 Widespread Social Media Presence

2 Content Oriented Digital Marketing

3 E-Commerce Associations
with Leading Platforms:

CarDekho & TyrePlex

- Lead Generation
- Re-Targeting

4 Google My Business &
Always-On-Search

Social Media



No.1 Tyre Brand at Social Media
in terms of Followers at
Facebook & Instagram

Content Marketing



Tyre Industry Highest no. of
views at YouTube 77Mn+ for
You Tube Campaign

Google My Business



600+ Brand Shops listed at Google
My Business and being optimized to
have better visibility at Google
Search

E-Commerce



To give our customers an alternate
touch point to explore and buy JK
Tyre

Lead Gen. & Re-Targeting



For Lead Generation & Re-
targeting the prospective
customers looking for Tyre at
Google

Awards



Leader in Digital Transformation,
Motorsports & Digital PR, Best
campaign in Automotive category
'Zindagi ke Pahiye' & Campaign of the
Year by World Digital Marketing
Congress

Portfolio of Products catering to full range of vehicle segments

JK Tyre is first company in India to introduce Truck/Bus Radial Tyres



Truck/Bus
Radial

Truck/Bus
Bias

LCV/SCV
Radial

LCV/SCV
Bias

Farm
Radial & Bias

Passenger Car
Radial & Bias



2/3-Wheeler

OTR &
Industrial

Speciality

Retreads

Racing

Military/
Defence

Truck/Bus

- ✓ Premiumization in both Radial & Bias categories
- ✓ Has vast range of fuel-efficient next generation premium SKUs like **“Jetsteel JDC-XD, Jetsteel JDH-XM / XF and Jetway JUC-XM”**



Passenger

- ✓ Ultra-high-performance tyres **“Levitas Ultra”**
- ✓ Low resistance and noise level **“Ranger HPe”** for Electric Vehicles
- ✓ Focus on increasing share of higher inch (>16 inch) tyres which have better margins **“UX Royale” and “Ranger” series**
- ✓ Extreme all terrain SUV tyres **“RANGER X-A/T”**

2/3 Wheelers

- ✓ Premium high-performance tyres **“BLAZE RYDR”**
- ✓ Low Resistance, high load tyres for 2-Wheeler EVs



Farm/Agricultural

- ✓ Focus on high load and superior treaded tyres **“Shresth”**

Light and Small Commercial Vehicles

- ✓ Premium and application-based SKUs for superior load and mileage **“STEEL KING” – 1 crore tyres on road**



Off the Road Industrial

- ✓ Strong Presence in Niche segment vehicles in mining, infra and manufacturing sectors

Technologically advanced and eco-friendly tyres in line with market requirements



TBR - JUH XF & JDH XF

- ✓ Fuel Saver Technology Design
- ✓ Low RRC & Low Noise
- ✓ High Mileage



Puncture Guard Tyre

- ✓ Self-repair multiple punctures
- ✓ Hassle-free ride throughout life
- ✓ Better Traction & Ride Comforts



Levitas Ultra (UHP)

- ✓ Utmost Comfort
- ✓ Low Cabin Noise & high durability
- ✓ Shortest braking distance



PCR - UX Royale

- ✓ 5 Rib Asymmetric Design
- ✓ Stable Shoulder Tread Blocks
- ✓ Variable Draft Groove Technology



2-Wheeler - Blaze

- ✓ High Speed Stability
- ✓ Ride Comfort & Smooth Cornering
- ✓ High Mileage & Better traction



Farm - Shresth

- ✓ Step Lug Design & Superior Tread
- ✓ Superior Dimensions & aesthetics
- ✓ High Load Carrying Capacity & Control

Smart Tyres

Acquired smart tyre technology company in 2019 - *First in India to launch Tyre Pressure Monitoring System (TPMS) based on sensor technology.*



Reduces fuel bills by increasing fuel efficiency

Enhances tyre life

Real time asset tracking to avoid tyre theft

Reduces breakdowns

Enables real time mobile application based alerts for inflation & temperature breaches

Green Tyre – “UX Green”

“First Company to developed PCR Tyre with 80% sustainable materials”

Reinforces our serious commitment to advancing sustainable growth and moving towards carbon neutrality by 2050



Puncture Guard Tyres



Anti - Puncture Technology

Hassle Free/Safe Driving

Enhanced Tyre Life

Lowered Maintenance Cost

EV Tyres

Developed a complete range of electric vehicle (EV)-specific Smart radial tyres for all categories of trucks, buses, LCVs and passenger cars in India.

Ensures ultra-low rolling resistance

Improved wet and dry traction

High Durability & low noise

Low energy consumption



CV Tyres

JETWAY JUX

JK TYRE

UNIVERSAL FITMENT

X-URBAN APPLICATION

ELECTRIC



EXTRA KMs PER CHARGE

Low Hysteresis Tread Compound



LOWEST NOISE TRUCK TYRE (60 dB)

Simulation optimized Tread Pattern Design



ENHANCED SAFETY AND DURABILITY

Durable bead region and Sidewall to protect from Kerb Damages

PV Tyres

Ranger HPE





An Iconic Win, 4th Time in a Row!

JK Tyre is proud and honoured to feature among the Iconic Brands of India 2022 at the 5th Edition of The Economic Times Iconic Brands of India

Recognised for "ET ICONIC BRANDS OF INDIA 2022"



PROUD TO BE A SUPERBRAND FOR THE 9th TIME!



Conferred "SUPER BRANDS 2023"



‘Desh Ka Tyre – JK Tyre’ - an anthem, that brings alive the idea of ‘India Meets India’ through a magnificent narrative.

The idea stems from ‘Jab Hindustan Mile Hindustan Se’ - bridging India’s vast expanses, across landscapes and cultures, by being the unifying force that keeps us all moving forward – by being ‘Desh Ka Tyre’. As the heartbeat of the roads, JK Tyre stands as a testament to the nation’s grandness, travelling across every terrain and connecting every corner.

An audio-visual treat, this compelling and memorable film highlights the role the brand JK Tyre plays in our lives and inspire an emotional connect by evoking a sense of belonging and pride.

Grand Launch done at Key News Channels

REPUBLIC NETWORK | CNN NEWS 18 | INDIA TV & MANY MORE



IMPACTFUL PRESENCE AT DIFFERENT GENRES ON TELEVISION & RADIO



Jab Hindustan Mile Hindustan Se | JK Tyre | Desh Ka Tyre | Mohit Chauhan

JK Tyre 12.6K... Analytics Edit video 501 Share

8,187,091 views 6 days ago #JKTyre

Garnered 6Mn+ Views in first 3 days and 30Mn+ till date counting !

..and establishing strong presence globally

138
Dealers

67
Distributors

6,000+
Dealers & Distributors

800+
SKUs

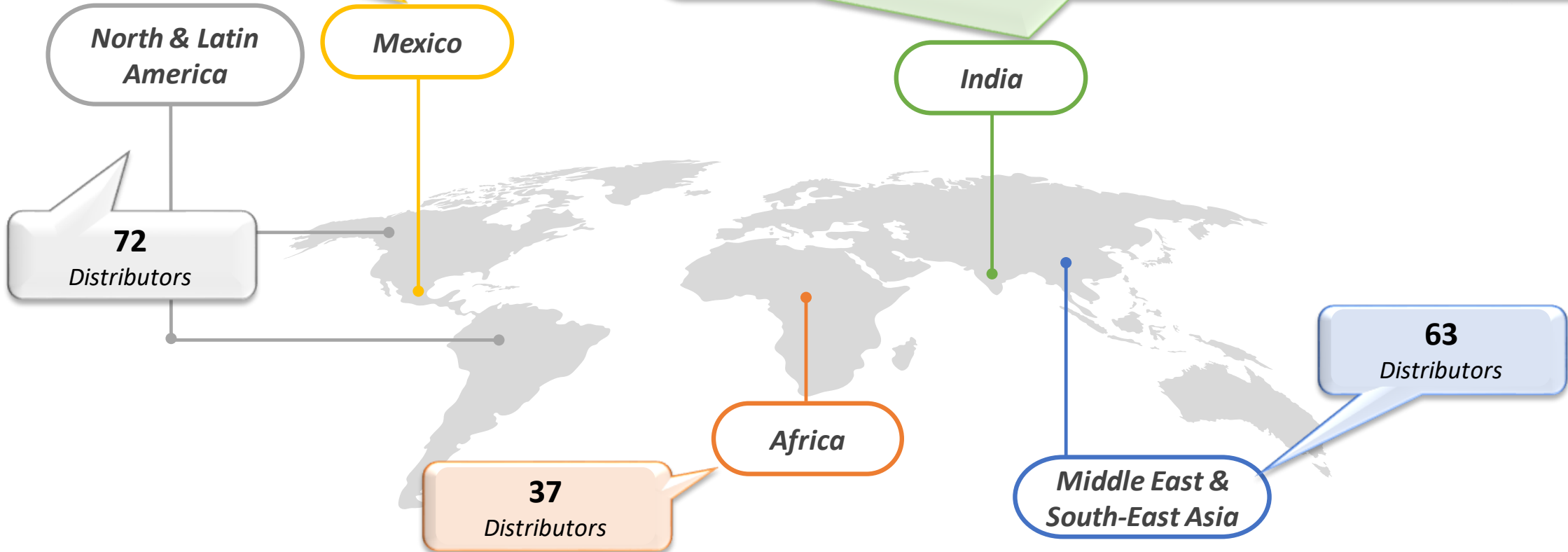
800+
Brand Shops

30+
Mobility Customers

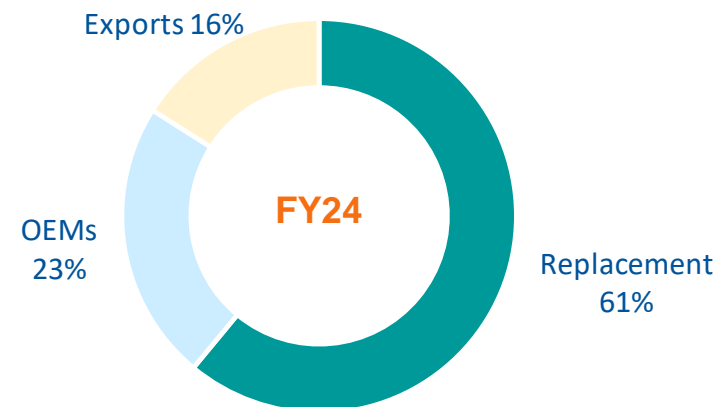
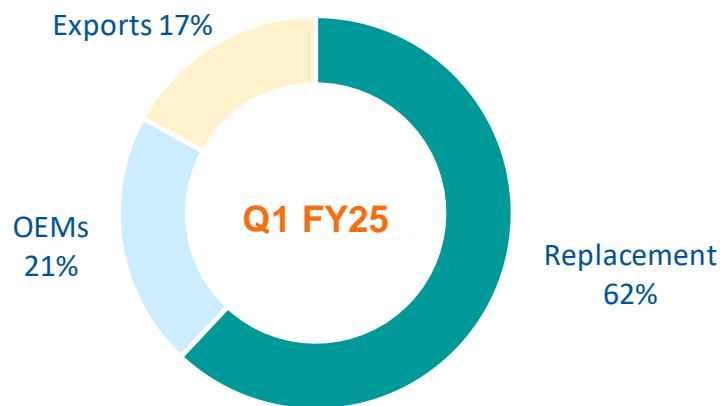
80+
Retread Centres

1,300+
Fleet Operators

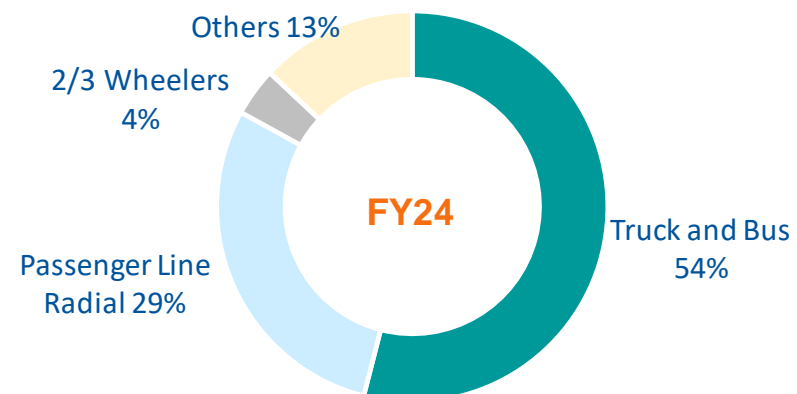
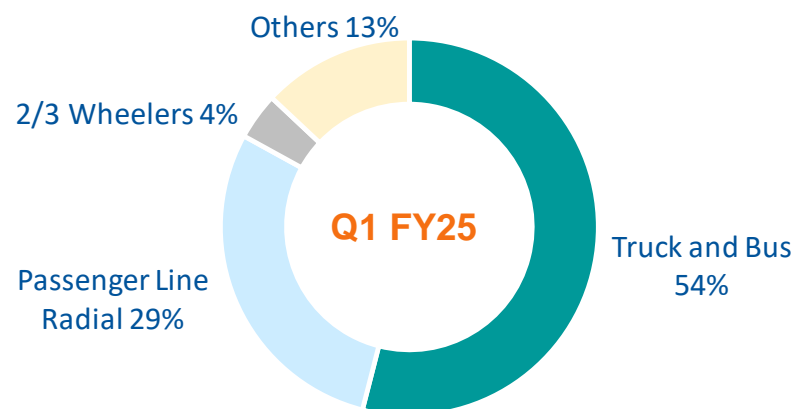
140+
Sales, Service & Stocking Points



Revenue Mix by Market – Consolidated



Revenue Mix by Product Line – Consolidated



Q1FY25 Financial Performance Highlights

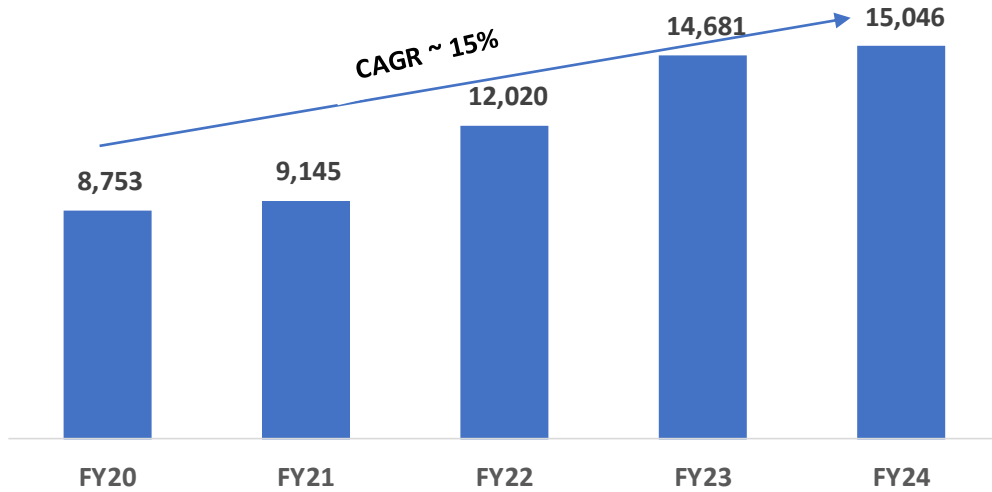


Particulars	Consolidated (Rs. in crore)				Standalone (Rs. in crore)			
	Q1FY25	Q4FY24	Q1FY24	y-o-y change	Q1FY25	Q4FY24	Q1FY24	y-o-y change
Turnover	3,655	3,714	3,726	- 2%	2,507	2,629	2,463	2%
EBITDA	516	497	465	11%	320	346	283	13%
<i>Margin</i>	14.1%	13.4%	12.5%	+162 bps	12.8%	13.2%	11.5%	+129bps
PBDT (Cash Profit)	403	388	343	18%	259	287	214	21%
PBT	290	252	242	20%	194	204	152	27%
PAT	212	175	159	33%	143	146	100	43%
<i>Margin</i>	5.8%	4.7%	4.3%	+152 bps	5.7%	5.6%	4.1%	+165bps
Basic EPS (Rs)	7.72	6.18	5.93	30%	5.23	5.34	3.86	35%

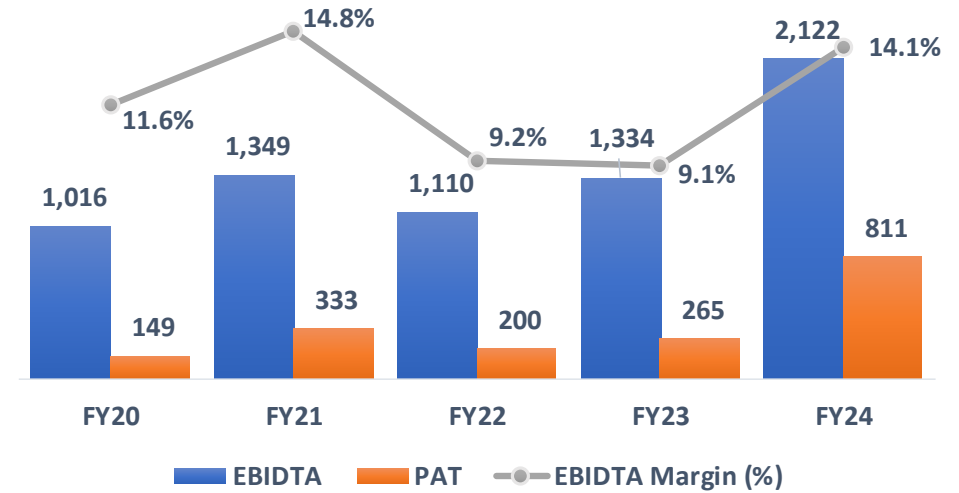
Financial Performance Highlights – JK Tyre (Consolidated)



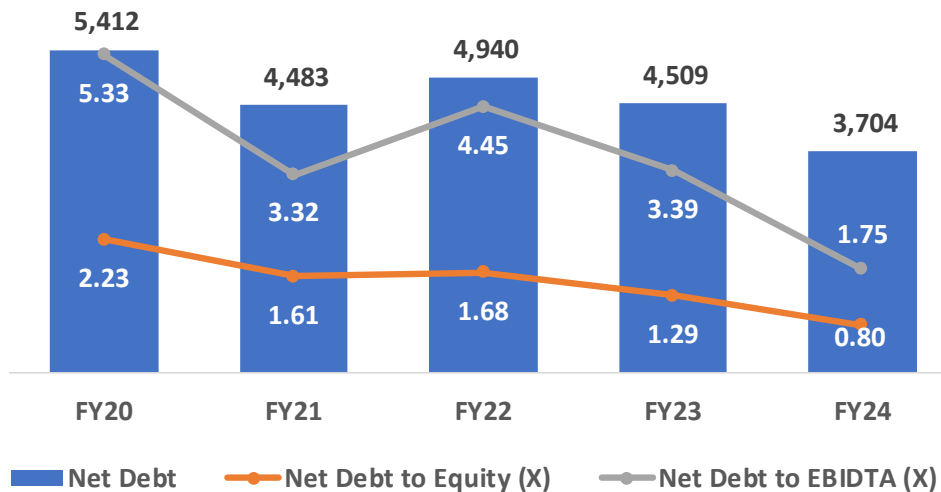
Revenues (in Rs. Crores)



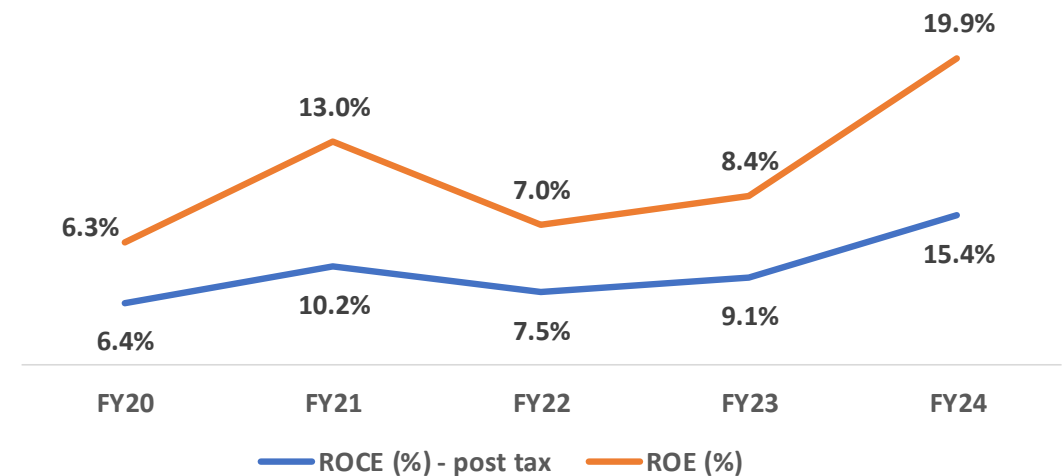
EBITDA & PAT (in Rs. Crores)



Net Debt (in Rs. Crores) and Leverage Ratios (X)



ROE and ROCE (%)



FY24 Financial Performance Highlights



Particulars	Consolidated (Rs. Crore)			Standalone (Rs. Crore)		
	FY24	FY23	y-o-y change	FY24	FY23	y-o-y change
Turnover	15,046	14,681	2%	10,349	9,649	7%
EBITDA	2,122	1,334	59%	1,397	806	73%
<i>Margin</i>	<i>14.1%</i>	<i>9.1%</i>	<i>+501 bps</i>	<i>13.5%</i>	<i>8.4%</i>	<i>+514 bps</i>
PBDT (Cash Profit)	1,675	880	90%	1,156	549	111%
PBT	1,211	411	194%	882	270	227%
PAT	811	265	207%	591	184	221%
<i>Margin</i>	<i>5.4%</i>	<i>1.8%</i>	<i>+359 bps</i>	<i>5.7%</i>	<i>1.9%</i>	<i>+380 bps</i>
Basic EPS (Rs)	29.84	10.64	180%	22.42	7.45	201%

Management remains fully committed to implement its strategy to further expand its market presence

Strengthen Market Position across Segments

1. Focus on increasing volumes across all product segment in replacement and export segment
2. Expanding distribution channel through exclusive brand shops across PAN India to gain market share.
3. Extensive use of digital & AI tools

Increase Global Presence

1. Enhancing sales of e-vehicle tyres for cars and buses with ultra low RRCs in domestic and export markets.
2. Enhancing geographical reach in Europe, Australia and South Africa with wide product range

Deleverage Balance Sheet

1. Accelerated reduction in borrowings through improved profitability

Maximizing Benefits of Acquisitions

1. Acquired entities contributing significantly to top & bottom line and creating value.
2. Substantially enhanced capacity across all product segments.

Product Portfolio Premiumization

1. Technologically advanced and eco-friendly tyres in line with market requirements
2. Focus on increasing sales of higher inch sizes tyres in passenger segment and Extra Mileage & Fuel efficient range in commercial segment.

The Company strengthened its ESG initiatives around 5P's sustainability platform

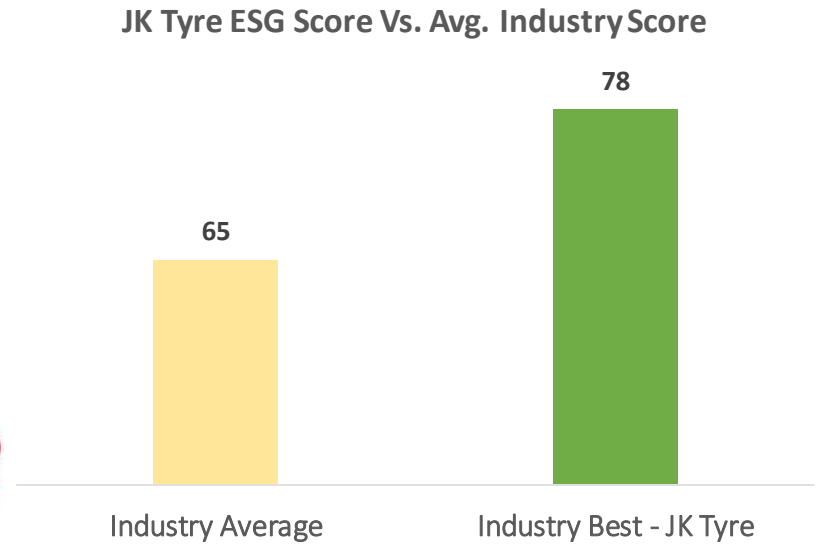


SUSTAINABLE DEVELOPMENT GOALS

A grid of 17 Sustainable Development Goals (SDGs) icons, each with a number, title, and icon. The goals are: 1. NO POVERTY (family icon), 2. ZERO HUNGER (bowl icon), 3. GOOD HEALTH AND WELL-BEING (heart icon), 4. QUALITY EDUCATION (book icon), 5. GENDER EQUALITY (gender symbol icon), 6. CLEAN WATER AND SANITATION (water tap icon), 7. AFFORDABLE AND CLEAN ENERGY (sun icon), 8. DECENT WORK AND ECONOMIC GROWTH (bar chart icon), 9. INDUSTRY, INNOVATION AND INFRASTRUCTURE (cubes icon), 10. REDUCED INEQUALITIES (scales icon), 11. SUSTAINABLE CITIES AND COMMUNITIES (city buildings icon), 12. RESPONSIBLE CONSUMPTION AND PRODUCTION (infinity symbol icon), 13. CLIMATE ACTION (globe icon), 14. LIFE BELOW WATER (fish icon), 15. LIFE ON LAND (tree icon), 16. PEACE, JUSTICE AND STRONG INSTITUTIONS (dove icon), 17. PARTNERSHIPS FOR THE GOALS (interlocking circles icon). A final box at the bottom right contains the "SUSTAINABLE DEVELOPMENT GOALS" logo.

* Conceptualized by JK Tyre

JK Tyre's ESG performance is driven by strong commitment and performance on majority themes to ensure ESG integration.



 Environment (89) – Long term vision on reduction in GHG emissions and water management.

 Social (78) – Robust policies and practices to mitigate social risks.

 Governance (71) – Well designed policies, disclosures and compliance adherence.

Sustainability initiatives & practices leading to resource conservation and manufacturing excellence

Research & Development Led

- Usage of Bio sourced materials
- Higher usage of recycled material

Product Development Led

- Continuous improvement in RRC (Rolling Resistance Coefficient)
- Continuous improvement in tyre dynamics, life and performance

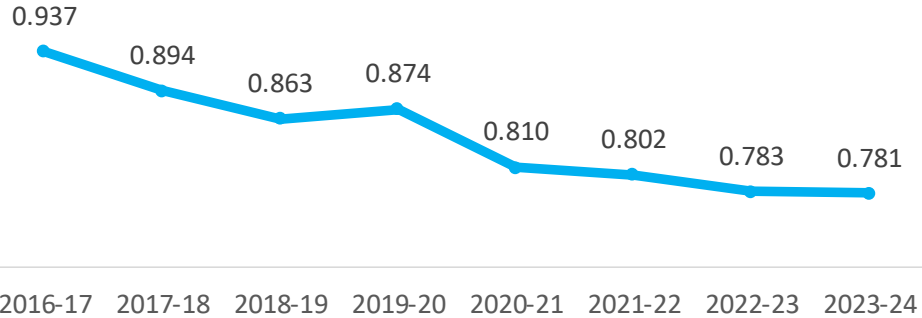
Manufacturing Led

- GHG Emission – Reduction in Carbon footprints
- Energy Conservation – Global benchmark
- Material Conservation – Process waste reduction
- Raw water usage – Global benchmark
- Alternate Fuel – eCO2 sequestration & Green Coal (Biomass)
- Manpower Productivity – Improved MDPT
- Zero Waste to landfill
- Single Use Plastic free

Energy Usage Led

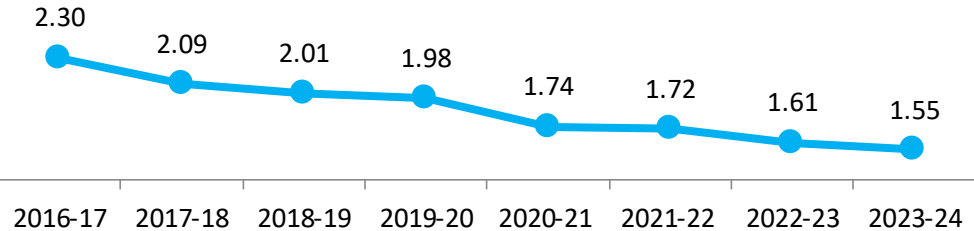
- ~40% energy consumption from renewable sources
- Greater use of green energy including investments in solar rooftop & wind energy.

Specific Power Consumption – Kwh / Kg



Reducing Power Consumption trend every year

Specific Steam Consumption (Kg / Kg)



Achieved the best consumption level in FY24

Source : Internal Estimates

Recognitions to our efforts



“Among the India’s top 30 Most Sustainable companies, organized by Business World”



“JK Tyre’s Chennai Plant Earns India’s First ISCC Plus Certification”

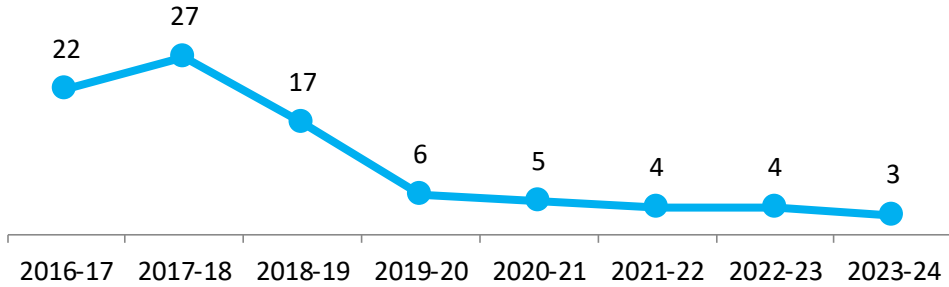


“ESG Champions of India 2024, award by Dun & Bradstreet in the Auto Parts sector”



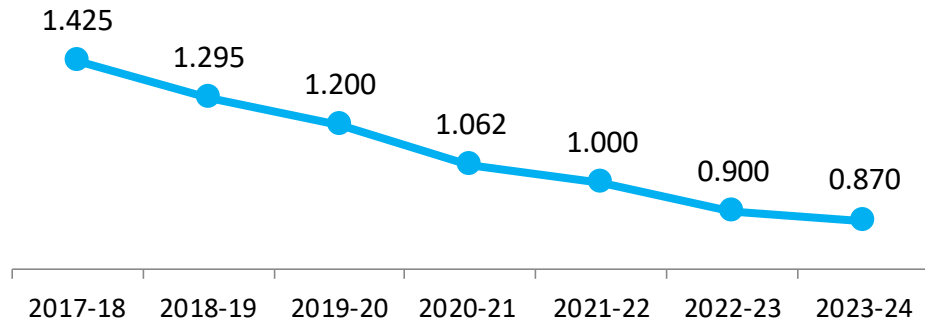
“ National Water Award for Excellence in Energy and Water Management by CII ”

Safety – Reportable Incident (Nos.)



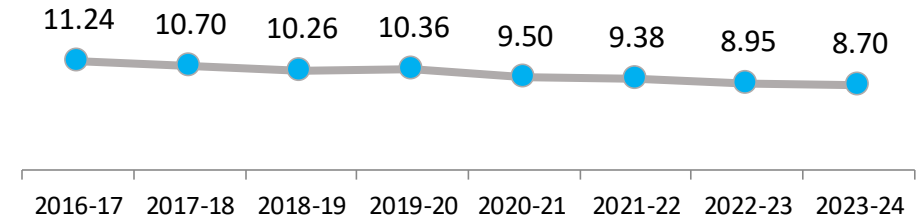
All Plants awarded with “Sword of Honour” by British Safety Council, UK and 3 locations awarded with “Globe of Honour”

Green House Gas (GHG) Emission – Eq. CO₂ / MT



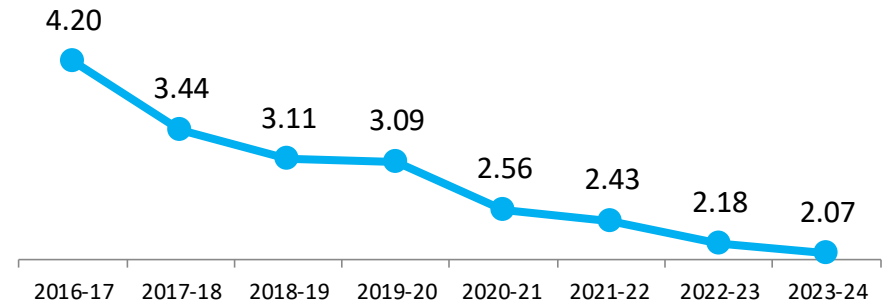
Reducing GHG Emission every year, amongst top 5 globally

Energy Consumption (GJ / Tonne)



World’s Lowest energy consumption per ton of finish product, amongst top 3 globally

Raw Water Consumption – KL / Tonne



Lowest Specific Raw Water Consumption Globally

Source : Internal Estimates



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