



JK TYRE

Corporate Presentation

EXCELERATION



Business Overview



40+

Years of experience in tyre manufacturing



19th

Ranked top tyre company in the world



12

manufacturing facilities

33

million tyre capacity



450+

Total number of SKU's



100+

Countries of Operations around the world



6,000+

Extensive dealers distribution network



10,000+

Employees globally



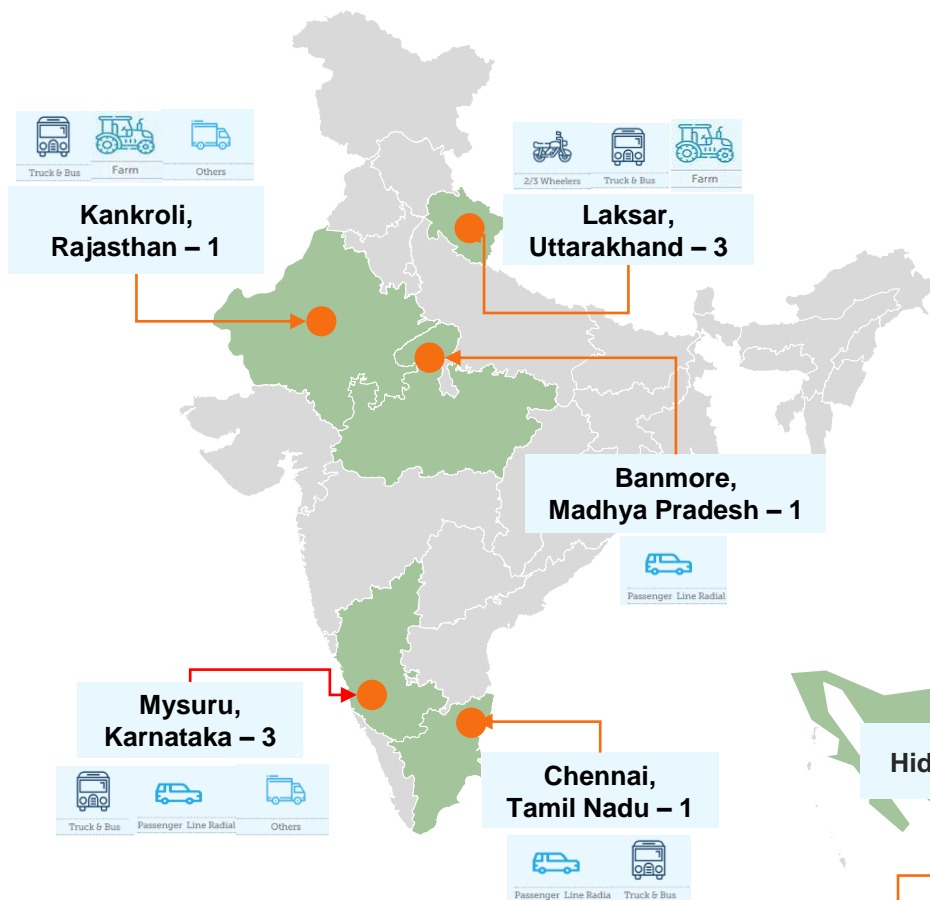
25+

OEM client and relationships

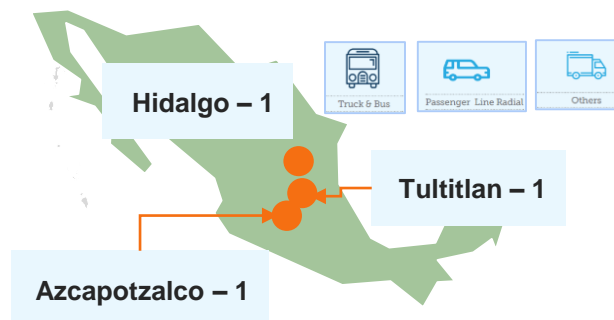
Innovation at JK Tyre

- ❖ Pioneer of radial technology in India and **No. 1 in Truck/Bus Radial (TBR) manufacturer**
- ❖ State-of-the-art Centralized Tech Centre at Mysore – **“Raghupati Singhania Centre of Excellence (RPSCOE)”**
- ❖ **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
- ❖ Acquired smart tyre technology start-up to revolutionize Indian tyre market – **First in India to launch Tyre Pressure Monitoring System (TPMS)** based on sensor technology
- ❖ Globally among the **top 3 in lowest energy consumption**

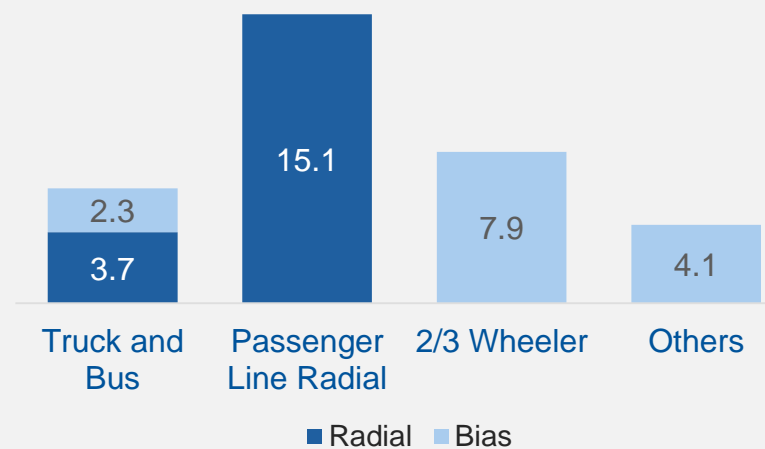
India



Mexico



Annual Capacity by Product Line – Tyre Volume in Million



Manufacturing Facilities: 12
Installed Capacity: 33 million tyres annually
Capacity Utilization: 85%

Extensive Distribution Network and Customer Connect



Extensive Distribution Network

India Distribution Network

- ❖ 6,000+ Dealers
- ❖ 500 Distributors
- ❖ Tie up with +1300 Fleet Operators
- ❖ Tie up with 3 Oil Marketing Companies
- ❖ 146 Sales, Service and Stocking Points
- ❖ 28 Regional Offices



64 JK Tyres Truck Wheels

Fully equipped Tyre service centre offering Total Tyre Solutions



626 JK Tyre Steel Wheels

Exclusive passenger car tyre retailing & services



72 JK Re-tread centres

Value added services such as re-treading

Mexico Distribution Network

- ❖ 97 Dealers
- ❖ Network of 144 third party dealers/distributors
- ❖ Network of 34 Distributors for Exports

Other Geographies Network

- ❖ 76 Distributors in Middle East and South East Asia
- ❖ 61 Distributors in Africa
- ❖ 60 Distributors in North and Latin America

Organize Customer Interaction Programs (CIPs)



4500+ Fleet owners across 40 CIPs



9000+ Farmers across 55+ Kisan Mitra Program

Leadership Team



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
Manufacturing Director



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

Technology – Global Tech Centre (RPSCOE):

- Centralized Tech Center in Mysore, Karnataka with more than 200 R&D and Technology Scientist and Engineers in following facilities: **HASETRI** - Asia's first and India's foremost highly versatile and State-of-the-art Tyre / Elastomer Institute and JK Tyre Tech Centre
- R&D efforts focused in the field of advanced materials, alternate materials, nanotechnology, process and product simulations, predictive technology, advanced tyre mechanics, etc.
- India's Biggest Anechoic chamber for Noise and Vibration Analysis capable to test all tyres including truck tyres.
- **Green Technology** – Developing sustainable range of tyres and tyres with low RRCs and noise to cater to the future requirements.



R&D activities aimed at offering technologically advanced products to gain higher market share and enhanced profitability

Innovative Products Gaining Traction



TBR - JDH XF & JUH 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 for High end-cars
- ✓ 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

Product Portfolio Differentiation

Smart Tyres

In 2019, Acquired smart tyre technology Company to revolutionize Indian tyre market – **First in India to launch Tyre Pressure Monitoring System (TPMS) based on sensor technology**

Key Features and Benefits

Reduces fuel bills by increasing fuel efficiency

Enhances tyre life

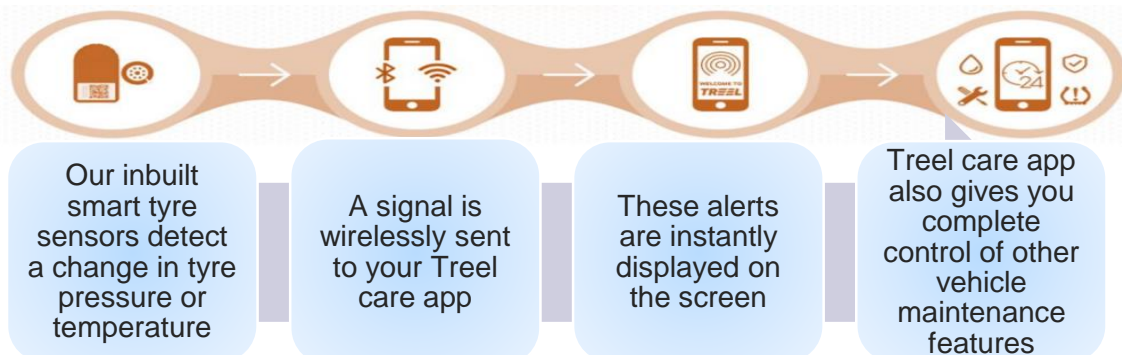
Reduces breakdowns

Offers real time asset tracking to avoid tyre theft

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



How does it work?



Puncture Guard Tyres



Anti - Puncture Technology

Hassle Free/Safe Driving

Enhanced Tyre Life

Lowered Maintenance Cost

How does the JK Puncture Guard tyre **heal itself?**

Whenever the JK Puncture Guard tyre is pierced by a foreign object, a thick coating of puncture-proof sealant in its interiors comes to the rescue. This sealant covers the damage area and freezes, effectively repairing the puncture right then and there, preventing any air leaks.

Once healed, the JK Puncture Guard tyre will deliver a performance identical to that of a tyre that has never been punctured.





















Green Tyre – “UX Green” – Sustainable Tyre

JK Tyre develops PCR Tyre with 80% sustainable, recycled & renewable material – *“First Company to achieve this level”*

- Developed with highly sustainable materials like natural rubber, bio attributed materials and oil, recycled rubber powder, recovered carbon black, recycled polyester and steel wire.
- Majority of these materials are ISCC (International Sustainability & Carbon Certification) certified.
- Developed & Engineered by the R&D team at the “Raghupati Singhania Centre of Excellence”- JK Tyre’s Global Tech Centre at Mysore.
- Reinforces JK Tyre’s serious commitment to advancing sustainable growth and boosting societal value creation, moving towards carbon neutrality by 2050.



Key Customers

Passenger Car	Tractor	Truck & Bus	OTR	2 Wheeler
      	         	        	     <div>Reliable solutions</div>   	   <div>2 Wheeler – Electric</div>      

Gaining OEM footprint and volumes in fast growing SUV segment



1 Consistent Social Media Presence

2 Content Oriented Digital Marketing

3 Google My Business &
Always-On-Search

4 E-Commerce Associations
with Leading Platforms :

CarDekho & TyrePlex

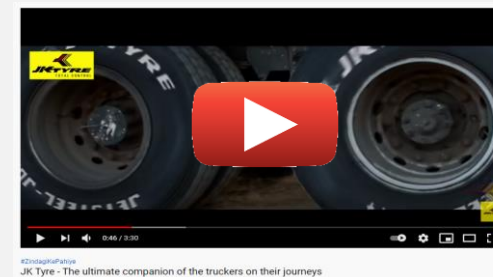
- Lead Generation
- Re-Targeting

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

JK Tyre unveils complete range of EV-specific smart radial tyres

EV Tyres range

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

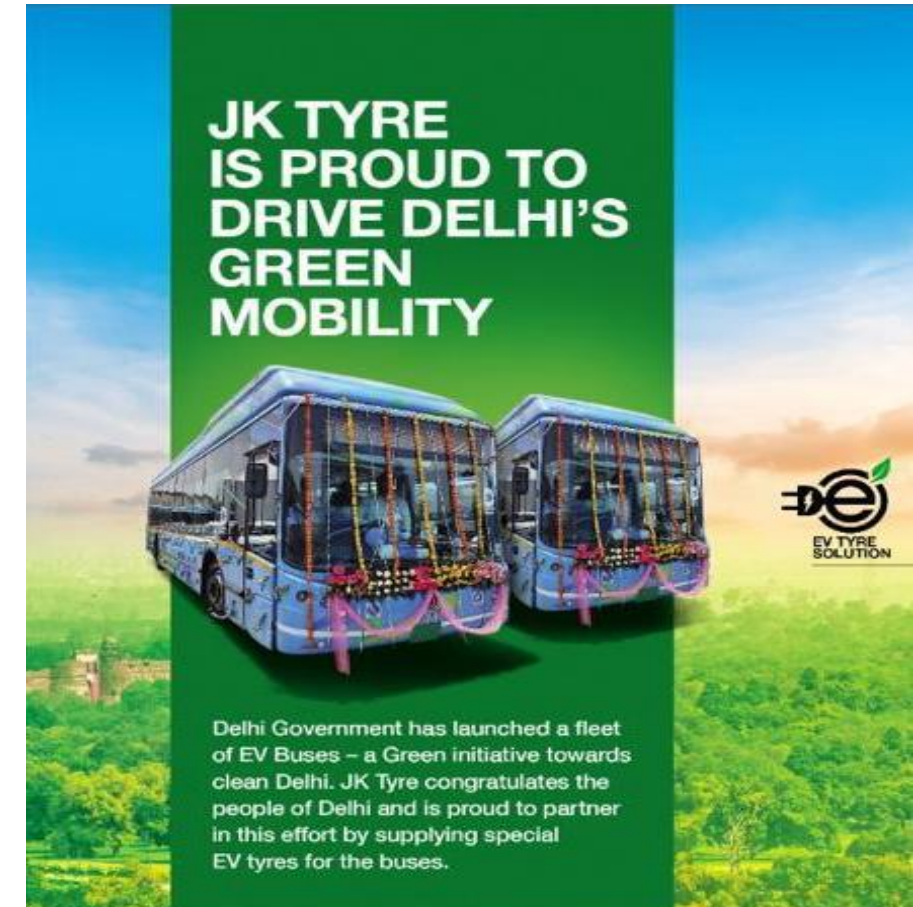
Ensures ultra-low rolling resistance

Improved wet and dry traction



High Durability & low noise

Low energy consumption



Innovation and technology are our core pillars and our product is ahead of its time to meet need of customers and industry

Key Marketing Initiatives



LEVITAS ULTRA (UHP TYRE)

- Best in class ride quality & experience
- Lowest cabin noise & high cornering stability
- Shortest braking distance in dry & wet conditions
- Speed Rating – W and Y with 5 star fuel savings

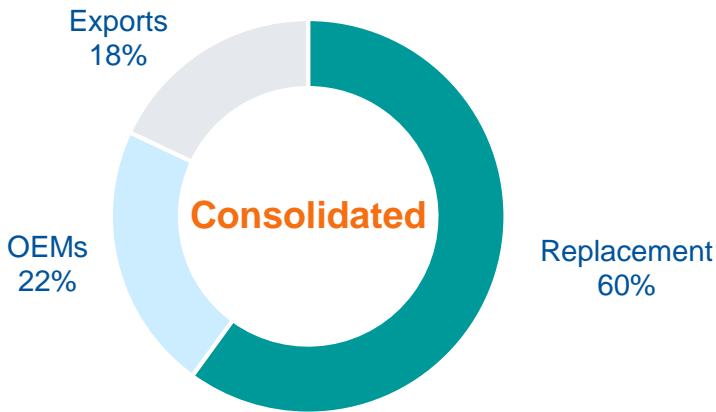
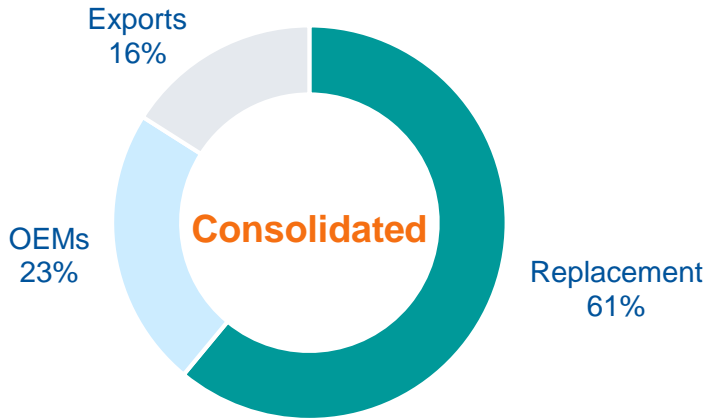
Launch of “The Levitas Ultra (Ultra High Performance) – Made for Dream Machines”

Revenue Segmentation : End User Market



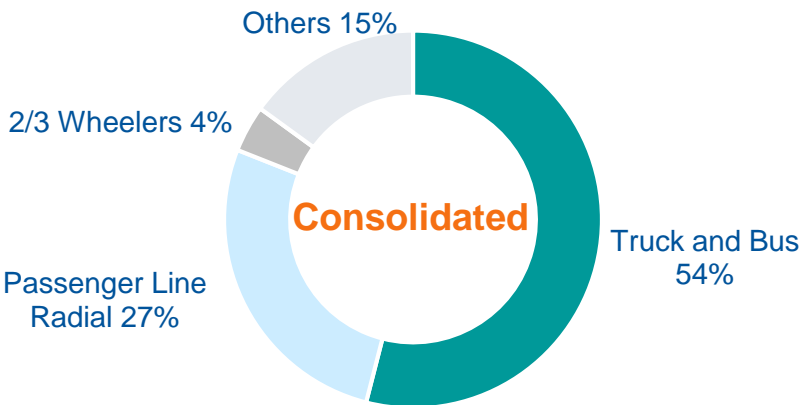
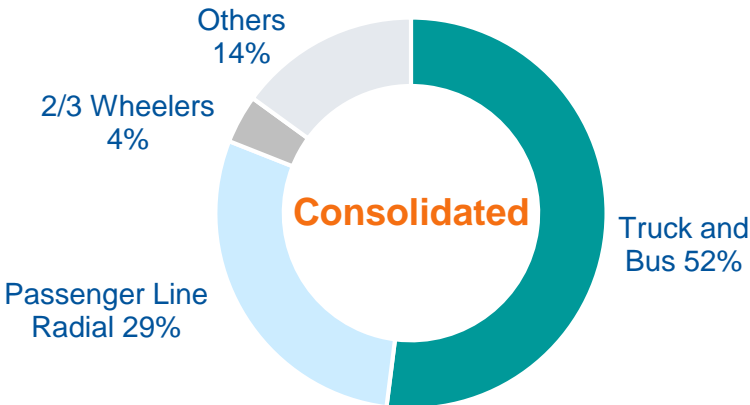
Revenue Mix by Market – Q1FY24

Q1FY23



Revenue Mix by Product Line – Q1FY24

Q1FY23





Q1FY24 & FY23 Performance Review



Q1FY24 Performance Highlights



Key Business Highlights

1. Top-line has been growing consistently and has recorded consolidated net revenues of Rs.3,726 crore.
2. Volumes improved by 3% over the previous quarter.
3. Impressive increase of 60% in operating profitability to Rs.465 crore with margin expanded by 451 bps on y-o-y basis led by improved operational efficiencies, product premiumization, digitalization and cost optimization, which are further aided by stable raw material prices.
4. Net debt stood at Rs.4,265 crore as on June'23 viz-a-viz Rs.4,518 Crore as on March'23.
5. Leverage ratio have improved further over March'23:
 - Net debt to equity stood at 1.16x as on June'23 viz-a-viz 1.29x as on March'23.
 - Net debt to EBIDTA stood at 2.83x as on June'23 viz-a-viz 3.39x as on March'23.

Q1FY24 Consolidated Financial Performance

INR 3,726 Cr. <i>Growth 2%</i>	INR 587 Cr. <i>Growth -8%</i>	INR 465 Cr. <i>Growth 60%</i>
Revenues (incl. exports)	Exports	EBITDA
INR 343 Cr. <i>Growth 79%</i>	INR 159 Cr. <i>Growth ~4.5x</i>	INR 5.93 /share <i>Growth ~3.9x</i>
Cash Profit (PBDT)	Profit After Tax	Earnings Per Share

Q1FY24 Standalone Financial Performance

INR 2,463 Cr. <i>Growth 5%</i>	INR 306 Cr. <i>Growth -11%</i>	INR 283 Cr. <i>Growth 60%</i>
Revenues (incl. exports)	Exports	EBITDA
INR 214 Cr. <i>Growth 75%</i>	INR 100 Cr. <i>Growth 3.7x</i>	INR 3.86 /share <i>Growth ~3.6x</i>
Cash Profit (PBDT)	Profit After Tax	Earnings Per Share

Q1FY24 Financial Performance Highlights



(Rs. Crore)	Consolidated				Standalone			
	Q1FY24	Q4FY23	Q1FY23	y-o-y change	Q1FY24	Q4FY23	Q1FY23	y-o-y change
Turnover	3,726	3,645	3,650	2%	2,463	2,404	2,339	5%
EBITDA	465	389	291	60%	283	231	177	60%
<i>Margin</i>	<i>12.5%</i>	<i>10.7%</i>	<i>8.0%</i>	<i>+451 bps</i>	<i>11.5%</i>	<i>9.6%</i>	<i>7.6%</i>	<i>+393 bps</i>
PBDT (Cash Profit)	343	263	192	78%	214	158	122	75%
PBT	242	168	57	4.2x	152	98	39	3.9x
PAT	159	112	35	4.5x	100	67	27	3.7x
<i>Margin</i>	<i>4.3%</i>	<i>3.1%</i>	<i>1.0%</i>	<i>+329 bps</i>	<i>4.1%</i>	<i>2.8%</i>	<i>1.1%</i>	<i>+293 bps</i>
Basic EPS (Rs)	5.93	4.37	1.51	3.9x	3.86	2.71	1.08	3.6x

FY2023 Performance Highlights (Consolidated)



Key Business Highlights

1. Recorded high revenues of Rs.14,681 crore, driven by strong domestic demand with buoyancy witnessed in OEM segment.
2. Operating margins recovered sequentially to 10.7% in Q4FY23 aided by softening in input costs.
3. Subsidiaries, Cavendish (CIL) and Tornel reported significant improvement in revenues and profitability.
4. Cavendish Industries turned net positive during the year.
5. Net debt stood at Rs.4,518 crore in FY23 viz-a-viz Rs.4,940 crore in FY22.
6. IFC (a member of World bank group) reposed trust in the Company by investing Rs.240 crore (\$30 Million) by way of Compulsorily Convertible Debentures (CCDs) on preferential basis.

Q4-FY23 Consolidated Financial Performance

INR 3,645 Cr. <i>Growth 10%</i>	INR 331 Cr. <i>Growth -28%</i>	INR 389 Cr. <i>Growth 65%</i>
Revenues (incl. exports)	Exports from India	EBITDA
INR 263 Cr. <i>Growth 95%</i>	INR 112 Cr. <i>Growth ~3x</i>	INR 4.37 /share <i>Growth ~3x</i>
Cash Profit (PBDT)	Profit After Tax	Earnings Per Share

FY23 Consolidated Financial Performance

INR 14,681 Cr. <i>Growth 22%</i>	INR 1,787 Cr. <i>Growth -5%</i>	INR 1,334 Cr. <i>Growth 20%</i>
Revenues (incl. exports)	Exports from India	EBITDA
INR 880 Cr. <i>Growth 27%</i>	INR 263 Cr. <i>Growth 31%</i>	INR 10.64 /share <i>Growth 25%</i>
Cash Profit (PBDT)	Profit After Tax	Earnings Per Share

FY23 Financial Performance Highlights



(Rs. Crore)	Consolidated			Standalone		
	FY23	FY22	% change	FY23	FY22	% change
Turnover	14,681	12,020	22%	9,649	8,062	20%
EBITDA	1,334	1,110	20%	806	731	10%
<i>Margin</i>	<i>9.1%</i>	<i>9.2%</i>	<i>(10) Bps</i>	<i>8.4%</i>	<i>9.1%</i>	<i>(70) Bps</i>
PBDT (Cash Profit)	880	691	27%	549	501	10%
PBT	411	309	33%	270	264	2%
PAT	263	201	31%	184	183	Flat
<i>Margin</i>	<i>1.8%</i>	<i>1.7%</i>		<i>1.9%</i>	<i>2.3%</i>	
EPS (Rs)	10.64	8.53	25%	7.45	7.43	Flat



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”



Growth Strategy



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

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 Business Share

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. Committed to reduce long term borrowings significantly in next 3 years.
2. 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.



Sustainability

We strengthened our ESG initiatives around 5P’s sustainability platform



The Sustainable Development Goals (SDGs) are displayed in a grid. At the top is the United Nations logo and the text "SUSTAINABLE DEVELOPMENT GOALS". Below this are 17 numbered goal cards, each with a unique icon and title. The goals are arranged in three rows: Row 1 (Goals 1-6), Row 2 (Goals 7-12), and Row 3 (Goals 13-17). A final card on the right shows the "SUSTAINABLE DEVELOPMENT GOALS" logo again.

Goal Number	Goal Title	Icon Description
1	NO POVERTY	Icon of a family of four
2	ZERO HUNGER	Icon of a bowl of food
3	GOOD HEALTH AND WELL-BEING	Icon of a heart with a pulse line
4	QUALITY EDUCATION	Icon of an open book and a pencil
5	GENDER EQUALITY	Icon of a female symbol with an equals sign
6	CLEAN WATER AND SANITATION	Icon of a water drop and a toilet
7	AFFORDABLE AND CLEAN ENERGY	Icon of a sun with a power symbol
8	DECENT WORK AND ECONOMIC GROWTH	Icon of a bar chart with an upward arrow
9	INDUSTRY, INNOVATION AND INFRASTRUCTURE	Icon of three interlocking cubes
10	REDUCED INEQUALITIES	Icon of three horizontal bars with arrows pointing outwards
11	SUSTAINABLE CITIES AND COMMUNITIES	Icon of a city skyline
12	RESPONSIBLE CONSUMPTION AND PRODUCTION	Icon of a circular arrow
13	CLIMATE ACTION	Icon of a globe with a flame
14	LIFE BELOW WATER	Icon of a fish and waves
15	LIFE ON LAND	Icon of a tree and a bird
16	PEACE, JUSTICE AND STRONG INSTITUTIONS	Icon of a dove and a scale of justice
17	PARTNERSHIPS FOR THE GOALS	Icon of three interlocking circles

* Conceptualized by JK Tyre

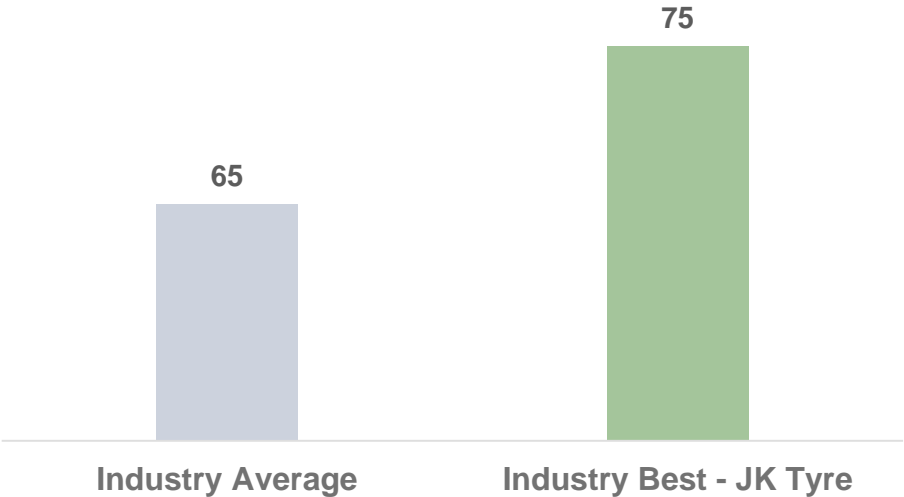
JK Tyre secured 'Best in Class' rating on ESG performance - CareEdge



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



JK Tyre ESG Score Vs. Avg. Industry Score



Environment (80) – Long term vision on reduction in GHG emissions and water management.



Social (73) – Robust policies and practices to mitigate social risks.



Governance (74) – 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

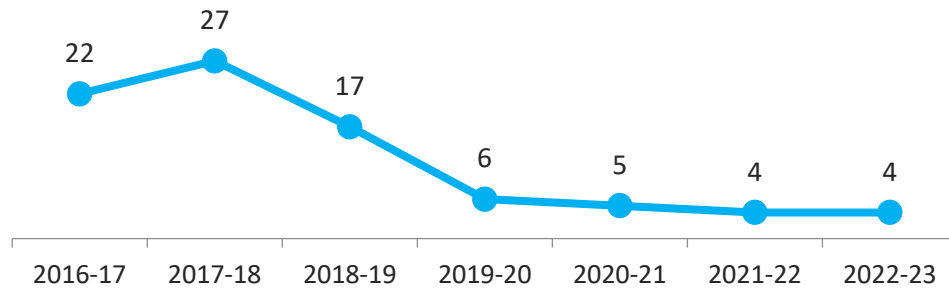
- Continuous improvement in RRC (Rolling Resistance Coefficient)
- Continuous improvement in tyre dynamics, life and performance

Manufacturing Led

- All plants in India awarded with “Sword of Honour” by British Safety of Council, UK and 3 locations awarded with “Globe of Honour” for highest safety standards
- GHG Emission – Reduction in Carbon footprints
- Energy Conservation – Global benchmark
- Material Conservation – Process waste reduction
- Raw water usage – Global benchmark
- Plantation and Alternate Fuel – eCO2 sequestration & Green Coal (Bamboo & Biomass)
- Manpower Productivity – Improved MDPT
- Zero Waste to landfill
- Single Use Plastic free

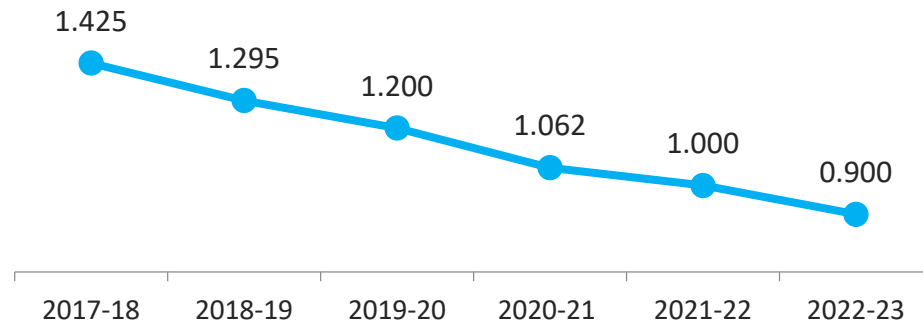
Sustainability – Environment

Safety – Reportable Incident (Nos.)



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

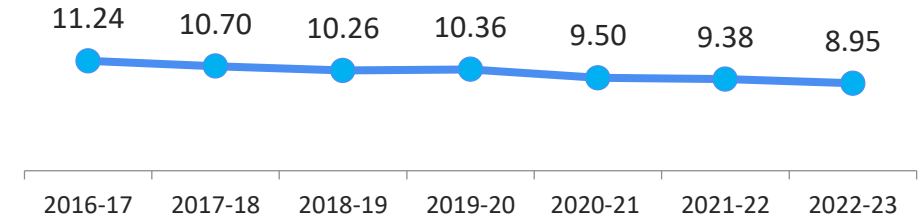
Green House Gas (GHG) Emission – Eq. CO₂ / MT



Reducing GHG Emission every year, among top 5 globally

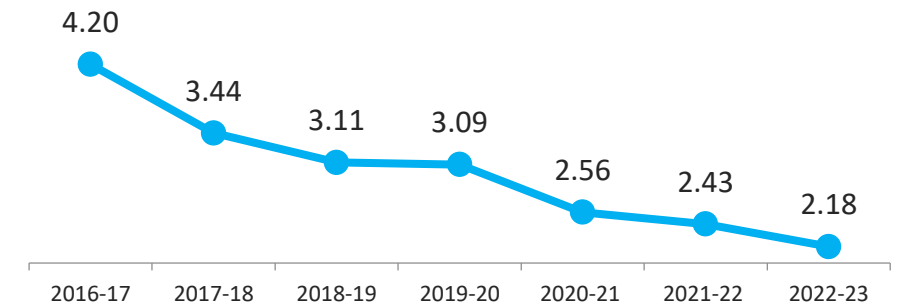
Source : Internal Estimates

Energy Consumption (GJ / Tonne)



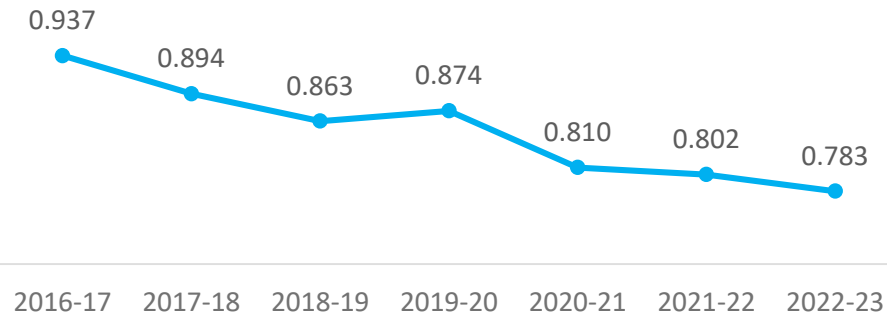
World’s Lowest energy consumption per ton of finish product, amongst top 3 globally

Raw Water Consumption – KL / Tonne



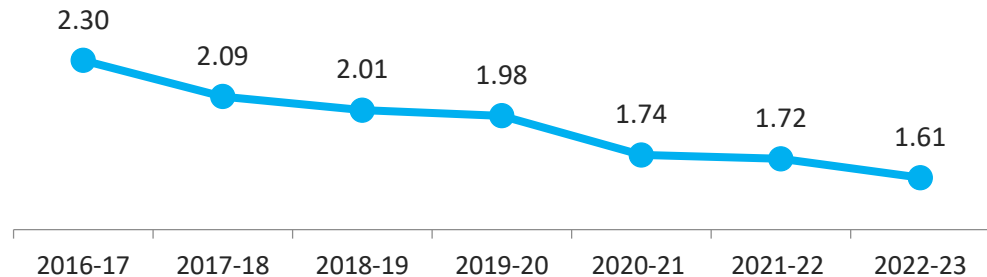
Lowest Specific Raw Water Consumption Globally

Specific Power Consumption – Kwh / Kg



Reducing Power Consumption trend every year

Specific Steam Consumption (Kg / Kg)



Achieved the best consumption level in FY23

Source : Internal Estimates

Recognitions to our efforts



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



“ Energy Management Award for exemplary implementation of ISO 50001 Energy Management System Standard by Clean Energy Ministerial ”



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

Corporate Social Responsibility (CSR)



Livelihood Enhancement

More than 1 lac people benefitted through our projects, viz., skill building, SHGs, agricultural & livestock development etc.

Education

Adult literacy programs in remote villages (over 50,000 beneficiaries), Mysuru prisoners (over 6,000), Adoption of three ITI's (over 5000 students benefitted), road safety awareness campaigns etc.
Lakshmipat Singhania School in Jaykaygram, Rajasthan (more than 6,000 students in last one decade)

Healthcare & Sanitation

HIV/ AIDS prevention programs, reproductive and child health care program "Parivartan", health camps & eye Camps, toilets construction under Swachh Bharat Mission .
PSRI Hospital & Research Institute (Multi-speciality state-of-the-art hospital in New Delhi)

Water Conservation & Environment

Construction / De-siltation of water tanks (Benefited >1 Lac farmers) & farm ponds, field bunding and plantation

COVID Management

Donated oxygen plant, oxygen concentrators, hospital beds, medicines, masks, PPE kits, sanitizers, food packets to hospitals, health centers, poor and needy people.

More than 1 million people have been benefitted through our CSR Initiatives.

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