



Investor's Presentation – Q3FY2024



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

FY23 Consolidated Financials

INR 14,681 Cr. YoY Growth 22%	INR 1,334 Cr. YoY Growth 20%	INR 263 Cr. YoY Growth 31%
Total Revenue	EBITDA*	Profit After Tax

9MFY24 Consolidated Financials

INR 11,332 Cr. YoY Growth 3%	INR 1,625 Cr. YoY Growth 72%	INR 634 Cr. YoY Growth 4.2x
Total Revenue	EBITDA*	Profit After Tax



40+

Years of experience in tyre manufacturing



12

Manufacturing Facilities

34mn

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

Strong Customer Connect and OEM Presence..



Passenger Car	Tractor	Truck & Bus	OTR	2-Wheeler
 MARUTI SUZUKI	 Mahindra	 TATA MOTORS	 बी ई एम एल bhel <small>NEW FRONTIERS. NEW DREAMS</small>	 Hero
 HYUNDAI	 TAFE	 SWARAJ mazda	 Bobcat	 BAJAJ TVS
 TATA MOTORS	 ESCORTS	 ASHOK LEYLAND	 ACE Hardware	2-Wheeler – Electric
 Mahindra	 JOHN DEERE	 BHARATBENZ	 SCHWING Stetter	 VVA Auto Industries Pvt. Ltd.
 FORCE MOTORS	 SWARAJ	 Mahindra Trucks and Busses	 TATA HITACHI	 RACCOON
 HONDA	 SONALIKA INTERNATIONAL	 VOLVO	Reliable solutions	 OKINAWA Power the Change
 KIA	 CAPTAIN Pioneer of The Mini Tractor	 FORCE MOTORS	 SANY	 JITENDRA ELECTRIC VEHICLES
	 EICHER	 SCANIA	 JCB	 BENLG
	 INDO FARM EQUIPMENT LIMITED	 JBM Group	 ESCORTS	 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



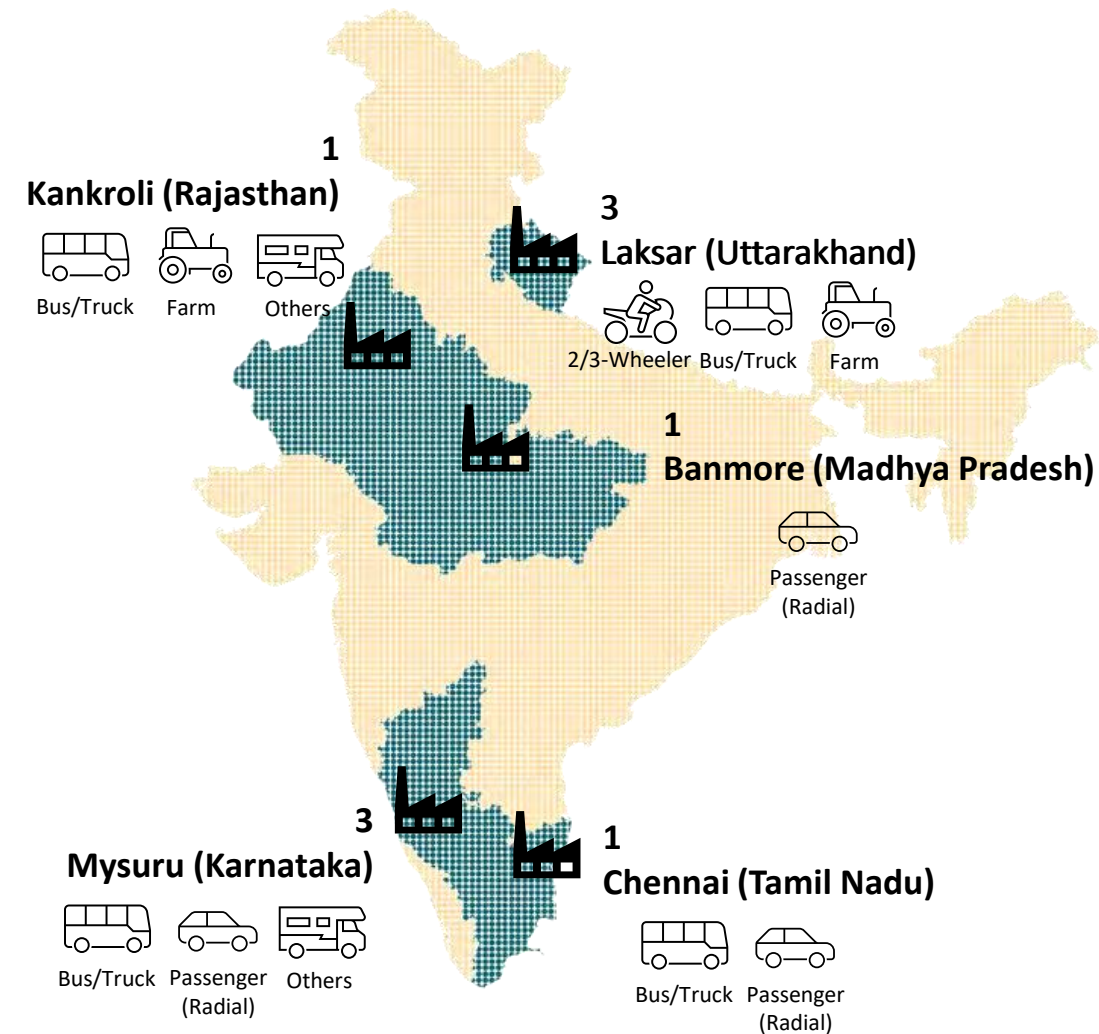
Bharat Aggarwal
Head - International Trade



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

..complemented by new generation products

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

PUNCTURE GUARD
GOODBYE FLAT TYRES!
Ab #HawaNahinNiklegi



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

High Durability &
low noise



Improved wet and
dry traction

Low energy
consumption



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!

AWARDED
Superbrands
INDIA
Consumer Validated
2023

Conferred “SUPER BRANDS 2023”



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”



Indian Car of the Year [ICOTY]

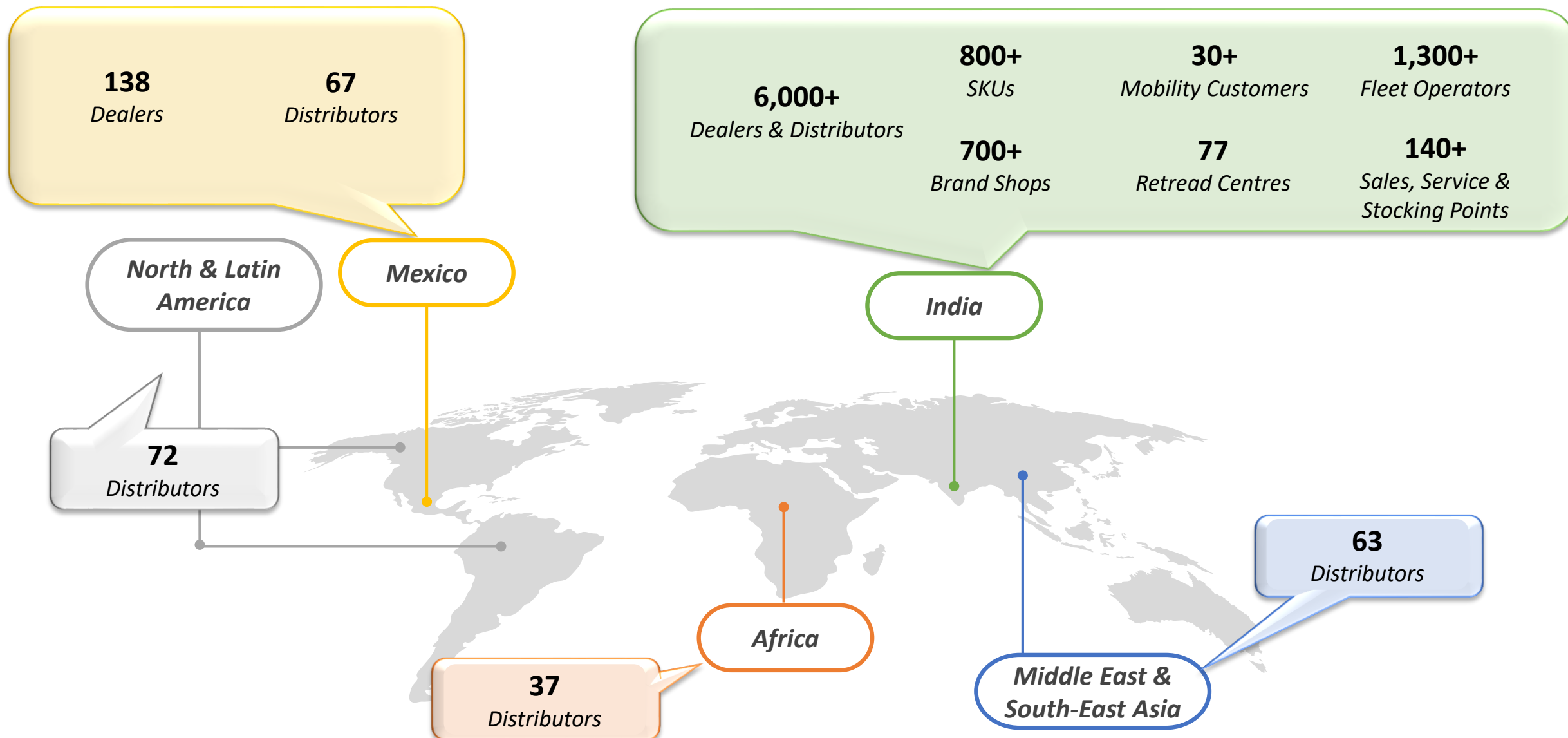


Indian Motorcycle of the Year [IMOTY]

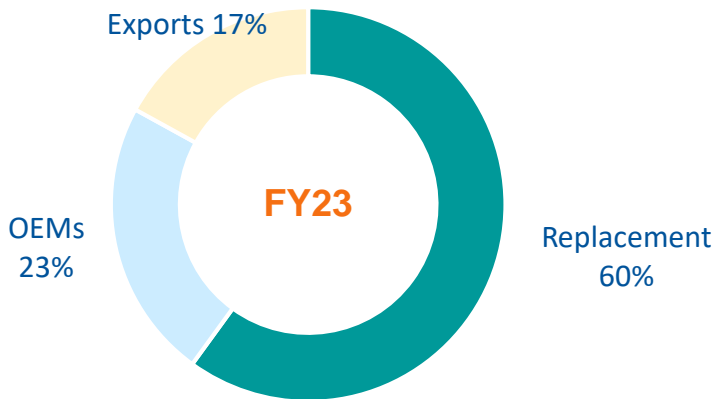
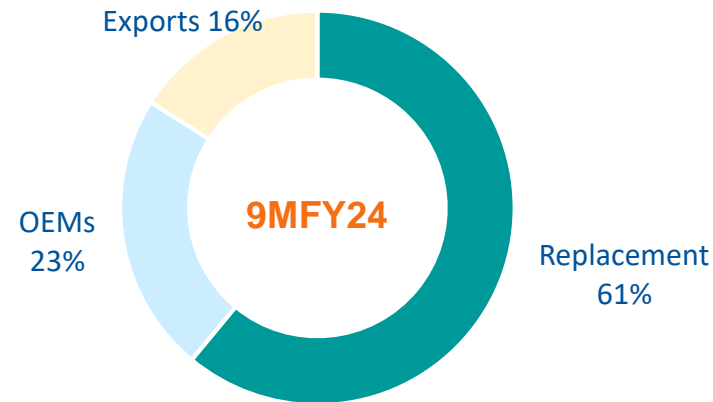


Presented 19th edition of ICOTY & IMOTY Awards 2024, most coveted awards, a platform created by JK Tyre.

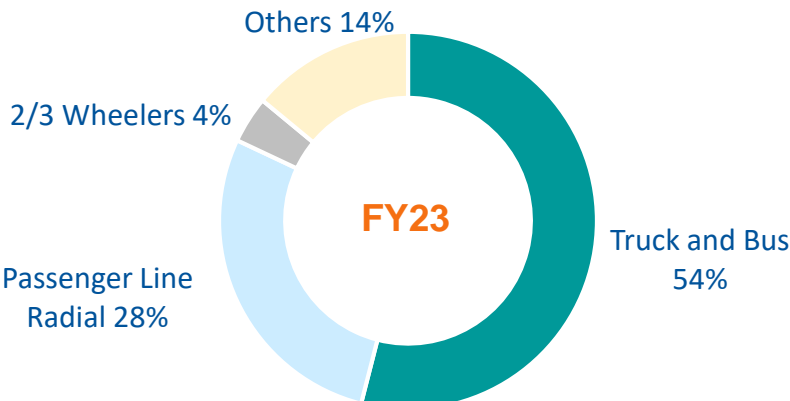
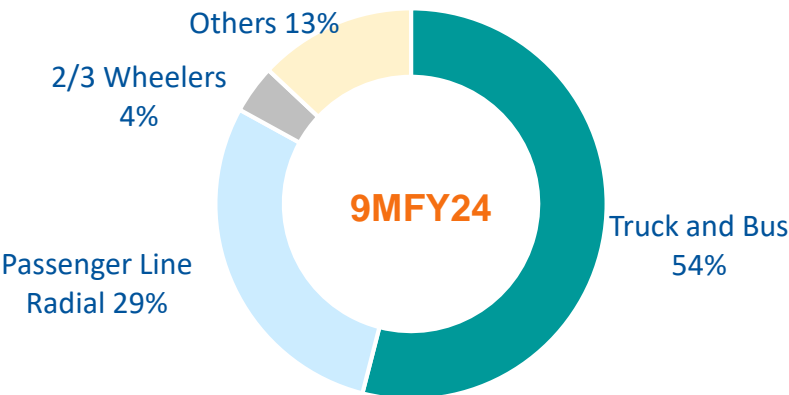
..and establishing strong presence globally



Revenue Mix by Market – Consolidated



Revenue Mix by Product Line – Consolidated



Q3FY24 Financial Performance Highlights



Particulars	Consolidated (Rs. in crore)				Standalone (Rs. in crore)			
	Q3FY24	Q2FY24	Q3FY23	y-o-y change	Q3FY24	Q2FY24	Q3FY23	y-o-y change
Turnover	3,700	3,905	3,623	2%	2,574	2,684	2,488	3%
EBITDA	563	597	349	61%	373	395	218	72%
Margin	15.2%	15.3%	9.6%	+557 bps	14.5%	14.7%	8.7%	+576 bps
PBDT (Cash Profit)	456	488	228	100%	317	338	147	116%
PBT	341	377	113	202%	250	275	84	196%
PAT	227	249	67	240%	164	180	54	206%
Margin	6.1%	6.4%	1.8%		6.4%	6.7%	2.2%	
Basic EPS (Rs)	8.47	9.33	2.66	3.2x	6.30	6.93	2.18	2.9x

9MFY24 Financial Performance Highlights

Particulars	Consolidated (Rs. Crore)			Standalone (Rs. Crore)		
	9MFY24	9MFY23	% change	9MFY24	9MFY23	% change
Turnover	11,332	11,037	3%	7,720	7,246	7%
EBITDA	1,625	946	72%	1051	575	83%
Margin	14.3%	8.6%	577 Bps	13.6%	7.9%	568 Bps
PBDT (Cash Profit)	1,287	617	109%	869	391	122%
PBT	959	243	294%	678	172	294%
PAT	634	151	319%	444	116	282%
Margin	5.6%	1.4%		5.8%	1.6%	
Basic EPS (Rs)	23.73	6.26	3.8x	17.09	4.73	3.6x

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

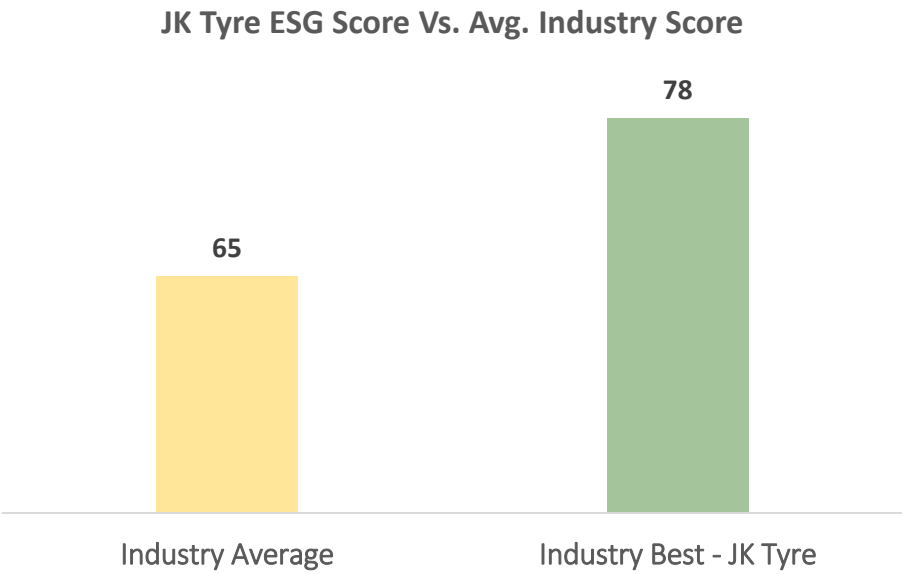
1. Technologically advanced and eco-friendly tyres in line with market requirements
2. Focus on increasing sales of higher inch sizes tyres in passenger segment and Extra Mileage & Fuel efficient range in commercial segment.

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



* 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

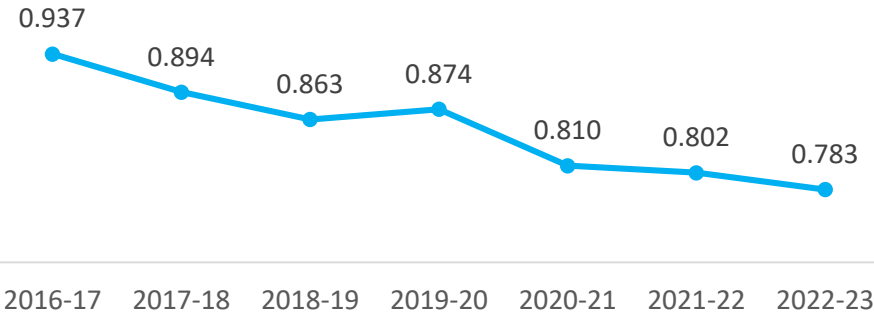
Product Development Led

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

Manufacturing Led

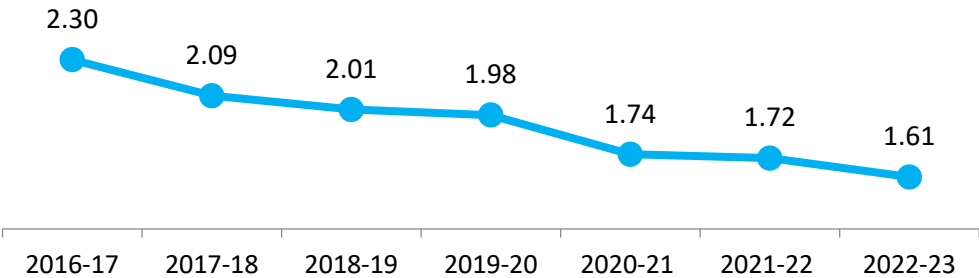
- All plants in India awarded with “Sword of Honour” by British Safety of Council, UK and 3 locations awarded with “Globe of Honour” for highest safety standards
- GHG Emission – Reduction in Carbon footprints
- Energy Conservation – Global benchmark
- Material Conservation – Process waste reduction
- 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

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”

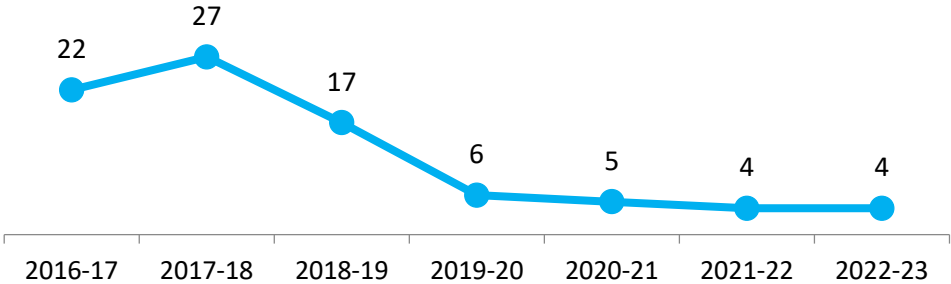


“ Energy Management Award for exemplary implementation of ISO 50001 Energy Management System Standard by Clean Energy Ministerial ”



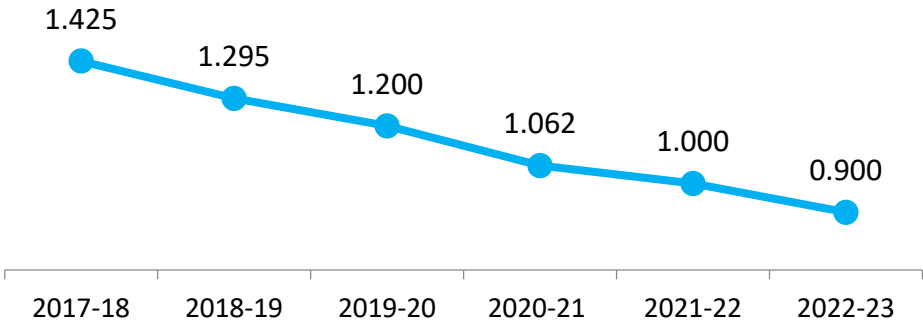
“ National Water Award for Excellence in Energy and Water Management by CII ”

Safety – Reportable Incident (Nos.)



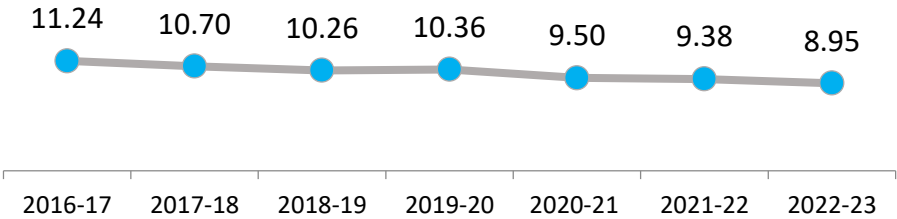
All Plants awarded with “Sword of Honour” by British Safety Council, UK and 3 locations awarded with “Globe of Honour”

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



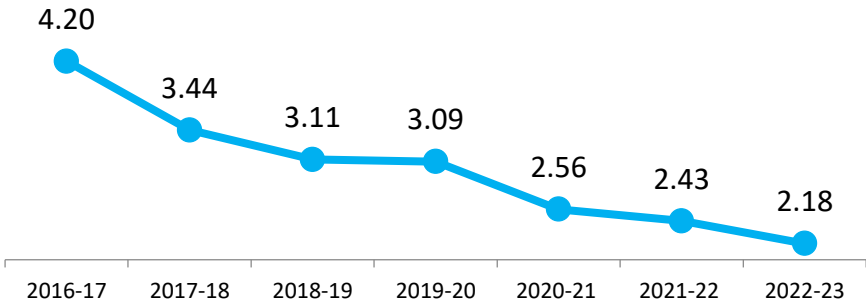
Reducing GHG Emission every year, among top 5 globally

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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