

## JK Tyre partners with Vertelo to provide comprehensive Mobility Solutions for its EV Fleet

**New Delhi, 4 October, 2024:** JK Tyre & Industries, a leading tyre manufacturer, has entered into a long-term partnership with Vertelo to provide its "Connected Mobility Solutions," a first-of-its-kind cloud-based monitoring system. Vertelo is a bespoke electric mobility solutions provider, designed to make fleet electrification an easy transition.

Through this partnership, JK Tyre will be providing the brand's new generation EV tyres - 255/70R22.5 JUXe equipped with connected Treel sensors with real-time monitoring for Vertelo's fleet. The mobility services will be provided at Vertelo depots nationwide, starting with Mumbai. JK Tyre will deploy a dedicated team of experienced professionals to provide round-the-clock support at the depot as well as enroute assistance.

Speaking about the partnership, **Mr. Srinivasu Allaphan, Director-Sales & Marketing, JK Tyre & Industries** said, *"We at JK Tyre are glad to lead the charge in sustainable mobility solutions for India's growing electric vehicle market. With this partnership, JK Tyre continues to push the envelope in smart, sustainable mobility while cementing its position as the industry leader in India's commercial EV tyre segment."*

**Mr Sanjeev Sharma, Associate Vice President, Fleet Management & Mobility Solutions, JK Tyre & Industries** said, *"This partnership with Vertelo is aimed at delivering tech-driven comprehensive mobility solutions, ensuring optimal tyre performance, enhancing fleet efficiency, and promoting sustainable transport systems. Together, we aim to redefine how electric fleets operate across India."*

**Mr. Sandeep Gambhir, Chief Executive Officer, Vertelo** expressed his excitement on the signing of this agreement and said that *"At Vertelo, we're helping to redefine transportation for a more sustainable India. Working across the e-mobility ecosystem, our mission is to transform transportation across India by helping to drive large-scale adoption of electric vehicles. and this association with JK Tyre furthers this objective. This association with JK Tyre will help us deliver best in class Tyre Maintenance Services to our customers through their tech enabled solutions that will go a long way in enhancing overall Electric Vehicles fleet efficiency and performance."*

JK Tyre offers cutting-edge mobility solutions and effectively manages the fleets of the leading brands in the country. The company's new generation of EV tyres for commercial vehicles are designed to offer optimal performance and efficiency. Over the years, JK Tyre has been at the forefront of advancing innovation and excellence in the tyre industry with innovative products.

**About JK Tyre & Industries:**

The flagship company of JK Organisation, JK Tyre & Industries Ltd is amongst the top 20 manufacturers in the world. Pioneers of radial technology, the Company produced the first radial tyre in 1977 and is the market leader in Truck Bus Radial segment. The Company provides end-to-end solutions across segments of passenger vehicles, commercial vehicles, farming, Off-the-Road and two & three-wheelers. The Company has 12 globally benchmarked 'sustainable' manufacturing facilities - 9 in India and 3 in Mexico – that collectively produce around 34 million tyres annually. The Company also has a strong network of over 6000 dealers and 750+ dedicated Brand shops called as Steel Wheels, Truck Wheels and Xpress Wheels. JK Tyre exports to about 100 countries with over 230 global distributors. 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.

**About Vertelo:**

Vertelo is a fleet electrification platform that aims at providing end-to-end solutions to operators and corporates, helping them accelerate the transition to electric vehicles. The company aims at building a robust EV ecosystem to help this transition, offering its customers bespoke solutions including leasing and financing, charging infrastructure and energy solutions, fleet management services, and end of vehicle life management. Vertelo has been established by Macquarie Asset Management and has received anchor investment from the Green Climate Fund which has committed to invest up to \$US200 million. Overall, Vertelo plans to invest \$US1.5 billion over 10 years with the aim to achieve a potential greenhouse gas emissions reduction of ~9.5 MtCO<sub>2</sub>e. Vertelo is a Macquarie managed integrated fleet electrification platform.

***For further information, please contact:***

<p>Neha Tiwary DGM-Corporate Communication JK Tyre &amp; Industries <a href="mailto:neha.tiwary@jkmil.com">neha.tiwary@jkmil.com</a></p>	<p>Sheetal Jobanputra Adfactors PR +91 7498657712 <a href="mailto:sheetal.jobanputra@adfactorspr.com">sheetal.jobanputra@adfactorspr.com</a></p>
--	--