



JK Tyre partners with EKA Mobility to provide comprehensive Mobility Solutions

New Delhi, 10 June, 2024: Indian tyre industry major, JK Tyre & Industries has joined forces with EKA Mobility, a leading player in the electric mobility sector with Mitsui Co., Ltd. (Japan) & VDL Groep (Netherlands) as equity partners.

This collaboration further solidifies JK Tyre's position as the industry leader in providing "Connected Mobility Solutions," a first-of-its-kind cloud-based monitoring system. The company provides comprehensive tyre management through their mobility solutions program. **The long-term agreement was signed in Pune in the presence of Mr. Sanjeev Sharma, AVP, Fleet Management & Mobility Solutions, JK Tyre and Mr. Vijaykumar Yelne, President of EKA Mobility.**

For EKA's fleet, JK Tyre will provide its new generation of EV tyres with Connected Treel Sensors for real-time monitoring. A dedicated team of experienced professionals has been deployed by JK Tyre to provide round-the-clock support at the depots, as well as enroute assistance. Beginning with the currently deployed fleet in Mumbai, the company will offer comprehensive support to EKA's fleet across all cities.

Commenting on the partnership, **Mr. Srinivasu Allaphan, Director-Sales & Marketing, JK Tyre & Industries** said, *"At JK Tyre, we are at the forefront of industry transformation by offering cutting-edge technologies and products. We are glad to partner with EKA Mobility to offer comprehensive mobility solutions. This collaboration aligns with our commitment to innovation and excellence in tyre management, ensuring that our customers receive unparalleled service and support across their entire mobility needs. Additionally, it serves as a reminder of our dedication to environmental stewardship and product advancement."*

Mr. Vijaykumar Yelne, President of EKA Mobility, added, *"This strategic partnership with JK Tyre is a significant step towards our vision of creating an ecosystem for Environment-Conscious Mobility. Both companies share a commitment to sustainability, and we look forward to collaborating JK Tyre's expertise in tyre manufacturing with EKA's innovative EV technology. Our combined expertise will pave the way for innovative solutions that not only enhance the performance of electric vehicles but also contribute to a greener and more sustainable future."*

This collaboration aims to revolutionize the EV landscape with the development and production of new generation EV tyres, specifically engineered to meet the unique demands of electric vehicles.

JK Tyre offers cutting-edge mobility solutions and effectively manages the fleets of the leading brands in the country. JK Tyre's new generation of EV tyres for commercial vehicles is 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.

EKA Mobility is one of the only Indian companies offering end-to-end design, manufacturing & technology of electric new energy commercial vehicles from scratch in India. In last two years, the company has introduced electric city bus, staff carrier & school bus, 9-meter hydrogen fuel-cell electric bus, and is now all set to enter the last mile delivery with its range of e-LCVs designed & customized to suit Indian customers and businesses.

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 EKA:

EKA, with Mitsui Co., Ltd. (Japan) & VDL Groep (Netherlands) as equity partners, is an automotive & technology company creating a new global CV electric mobility paradigm. EKA's vision is to lead the world to a sustainable future by creating an ecosystem for Environment Conscious Mobility. With an industry-leading team, cutting-edge technology, modular designs, and lean manufacturing processes, EKA's mission is to bring reliable and efficient mobility solutions to the masses. EKA's sharable technologies and low-investment production processes enable the lowest TCO and democratize electric vehicles for mass adaptation. **To know more about the company, kindly visit: www.ekamobility.com**