



JKTIL:SECTL:SE:2021

Date: 7th August 2021

BSE Ltd. Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai-400 001.	National Stock Exchange of India Ltd. Exchange Plaza, C -1, Block G, Bandra -Kurla Complex, Bandra (E), Mumbai -400 051.
Through: BSE Listing Centre	Through: NEAPS
Scrip Code: 530007	Scrip Code: JKTYRE

Dear Sir,

Re. **Earnings Presentation – Q1 FY 2022**
.....

Further to our letter dated 6th August 2021 re. Intimation of Schedule of Conference Call, pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing herewith Earnings Presentation Q1 FY 2022.

The presentation is also being posted on the website of the Company at www.jktyre.com

Thanking you,

Yours faithfully,
For JK Tyre & Industries Ltd.

(PK Rustagi)
Vice President (Legal) & Company Secretary

Encl: As Above





SUSTAINABILITY IN MOBILITY

EARNINGS PRESENTATION
Q1 FY2022



1 Business Overview

2 Q1FY22 Performance Review

3 FY2021 Annual Performance Highlights

4 Growth Strategy

5 Sustainability





40+

Years of experience in tyre manufacturing



25th

Ranked top tyre company in the world



12

manufacturing facilities

32

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+

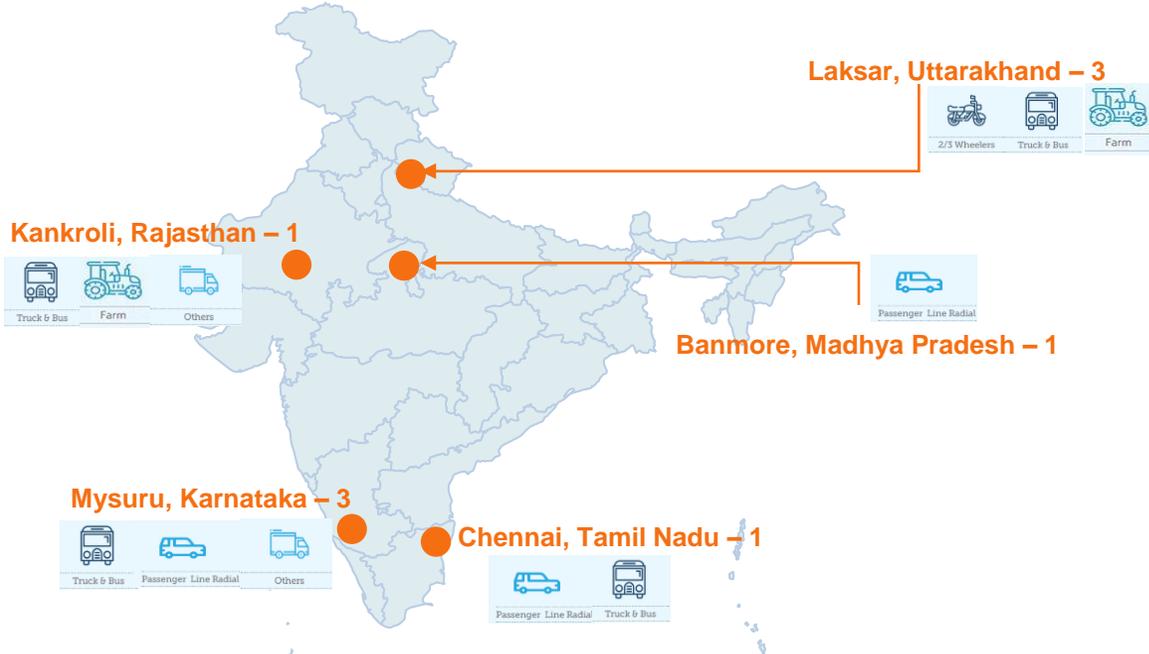
OEM client and relationships

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 revolutionise 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**

Global Manufacturing Platforms

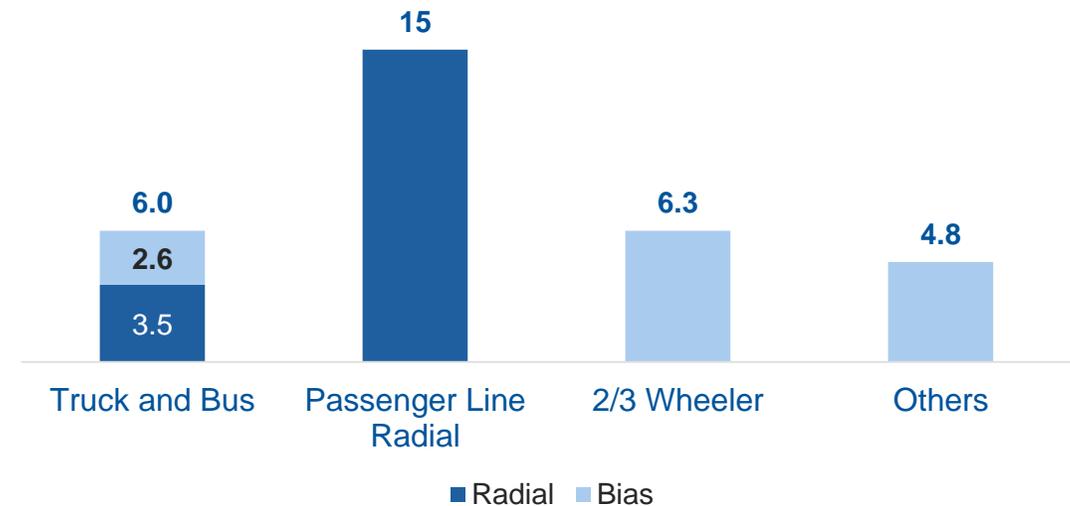
India



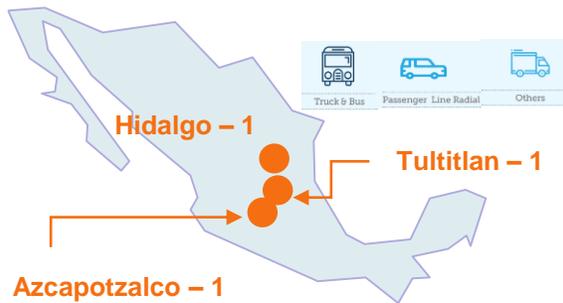
12 Manufacturing Facilities with Annual Production Capacity of 5,75,000 Metric Tonnes (~32 million tyres)

	Installed Capacity (MT)	Utilization Q1FY22
Consolidated	5,75,000	80%+

Annual Capacity by Product Line – Volumes in Million



Mexico



- 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

Extensive Distribution Network

India Distribution Network

- ❖ 6,000+ Dealers
- ❖ 500 Distributors
- ❖ Tie up with 870 Fleet Operators
- ❖ Tie up with 3 Oil Marketing Companies
- ❖ 140 Sales, Service and Stocking Points
- ❖ 20 Regional Offices



58 JK Tyres Truck Wheels

Fully equipped Tyre service centre offering Total Tyre Solutions



421 JK Tyre Steel Wheels

Exclusive passenger car tyre retailing



205 Xpress Wheels

Catering to small towns & semi urban markets



45 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

Expanding Footprint in India

Aggressive Network Expansion in FY21 & Q1FY22

- ❖ **100 Brand Shops added**
- ❖ **Over 1600+ Dealers added**
- ❖ Tie up with **Amazon online & ITC e-Choupal** for rural connect
- ❖ Tie Up with Auto Portals for door-step delivery / fitment (**Car Dekho | TyrePlex**)



Dr. Raghupati Singhania
*Chairman &
Managing Director*



Anshuman Singhania
Managing Director



Arun K. Bajoria
Director & President



A. K. Kinra
Financial Advisor



Sanjeev Aggarwal
CFO



V. K. Misra
Technical Director



Pravin Chaudhari
ED – JK TORNEL



Dr. R. Mukhopadhyay
Director (R&D)



A. K. Makkar
Manufacturing Director



Srinivasu Allaphan
Marketing Director



Ashish Pandey
VP–Materials



Bharat Aggarwal
Head - International Trade



K. H. Prasad
VP – CAVENDISH

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 on 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 – Eco-range of tyres for cars, buses and two wheelers with ultra low rolling resistance.



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

Innovative Products Gaining Traction



TBR - JUH XF & JDH XF

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



PCR – Levitas (UHP)

- ✓ Short Braking Distance
- ✓ High cornering stability
- ✓ Better Traction & Ride Comforts



PCR – Taximax – 1Lac km. tyre

- ✓ Very High Mileage & Durability
- ✓ Superior Grip & Braking
- ✓ Unique Design for Low Noise



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

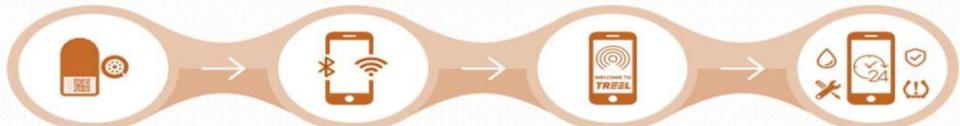
Recently acquired smart tyre technology start-up to revolutionize Indian tyre market – First in India to launch Tyre Pressure Monitoring System (TPMS) based on sensor technology

Key Features and Benefits

- Reduces fuel bills by increasing fuel efficiency
- Reduces breakdowns
- Enhances tyre life
- Enables real time mobile application based alerts for inflation & temperature breaches
- Offers real time asset tracking to avoid tyre theft



How does it work?



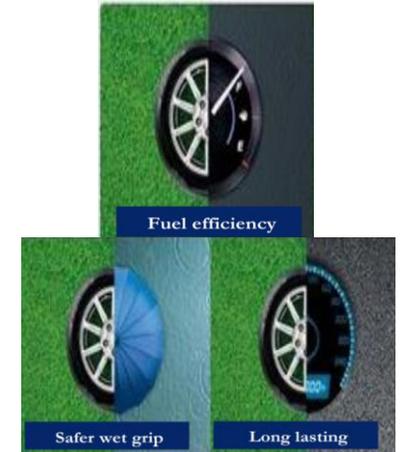
- Step 1**
Our inbuilt smart tyre sensors detect a change in tyre pressure or temperature
- Step 2**
A signal is wirelessly sent to your Treet care app
- Step 3**
These alerts are instantly displayed on the screen
- Step 4**
The Treet care app also gives you complete control of other vehicle maintenance features

Green Tyres

“Green tyre” technology increases fuel efficiency thereby conserving natural resources

Key Characteristics:

- Use eco-friendly materials leading to reduced emissions and increased tyre life-cycle
- Offer reduced rolling resistance (RRC) of up to 40% - today we have one of the lowest rolling resistance Tyre in supply
- No compromise in safety - globally benchmarked and certified by European test agency (ECE R117)



Key Customers

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

Hyundai Alcazar & TVS Apache added to the OEM Portfolio in Q1FY22

**HYUNDAI CRETA,
ALCAZAR & KIA SELTOS**



**MARUTI SUZUKI SWIFT
DZIRE, SWIFT, WAGONR**



TVS APACHE



Force Traveler



TATA INTRA



TATA GOLD



Ranger Re-targeting Campaign

(Hits of over 24 Million)

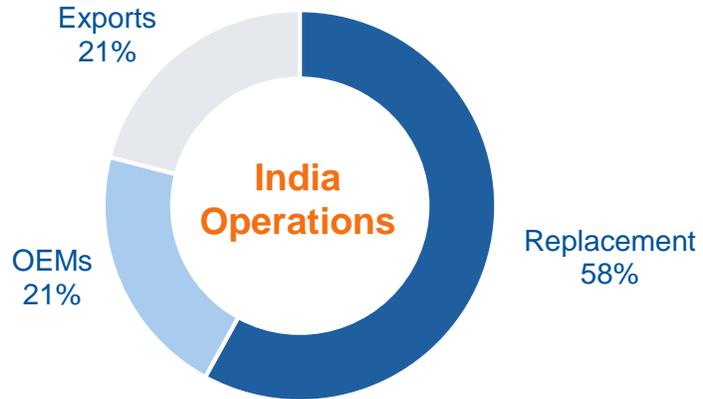


Zindagi Ke Pahiye - Youtube Campaign

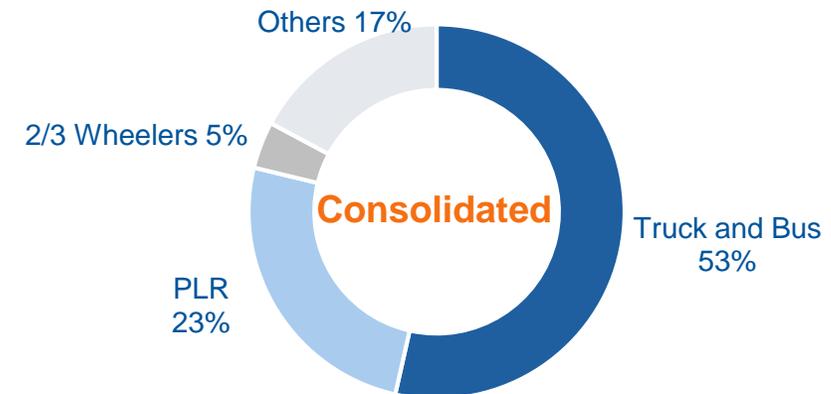
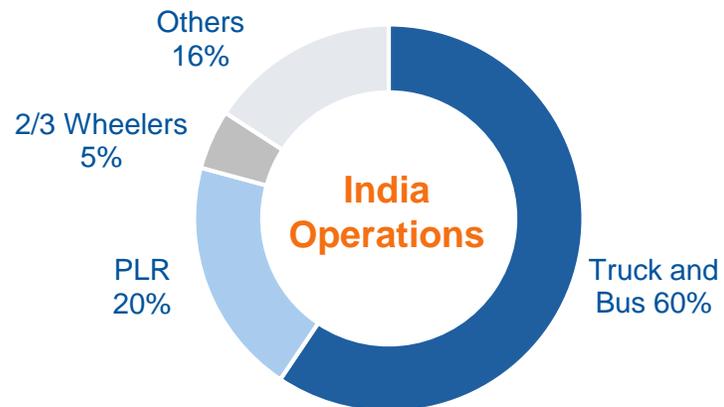
(Record hits of over 80 Million – Highest in Tyre Industry)



Revenue Mix by Market – Q1FY22



Revenue Mix by Product Line – Q1FY22



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Resilient performance in adversities - Q1FY2022

Consolidated Operations

2,618



Revenues (incl. exports)
(Rs. Crore)

476



Exports from India
(Rs. Crore)

289



*Multifold
Increase*

EBIDTA
(Rs. Crore)

11.1%



EBITDA Margin
(%)

182



*Multifold
Increase*

Cash Profit (PBDT)
(Rs. Crore)

44



*Multifold
Increase*

Profit After Tax
(Rs. Crore)

Resilient Performance despite pandemic – Q1FY22



(Rs. Crore)	Consolidated			Standalone		
	Q1 FY22	Q1 FY21	Q4 FY21	Q1 FY22	Q1 FY21	Q4 FY21
Turnover	2,618	1,138	2,945	1734	800	2,037
EBITDA	289	4	472	188	31	316
<i>Margin</i>	<i>11.1%</i>	<i>0.3%</i>	<i>16.0%</i>	<i>10.9%</i>	<i>3.9%</i>	<i>15.5%</i>
PBDT (Cash Profit)	182	(93)	367	130	(49)	259
PBT	75	(257)	281	69	(113)	210
PAT	44	(204)	195	45	(75)	137
<i>Margin</i>	<i>1.7%</i>	<i>NA</i>	<i>6.6%</i>	<i>2.6%</i>	<i>NA</i>	<i>6.7%</i>
EPS (Rs)	1.88	(8.08)	7.68	1.81	(3.03)	5.57

“JK Tyre delivers strong performance in adversities”

High Capacity Utilization

- ❖ Capacity utilization during the quarter was more than 80% in Q1FY22, inspite of 2nd wave of the pandemic and lockdowns. All plants continues to deliver good performance, maintaining safety and hygiene standards.

Strong Market Presence

- ❖ Sales volumes were mainly driven by demand from replacement and exports markets. JK Tyre extensive distribution channel augured well to cater to the demand in the pandemic situation.

Strengthening presence in export markets

- ❖ Encouraging growth achieved in the export markets, which helped in partially making up for the subdued domestic demand. Contribution of export to the total revenue increased to 21% in Q1FY22 as compared to 14% in Q4FY21.

Decent EBDITA margins

- ❖ JK Tyre achieved decent EBITDA margins of 11.1%, despite exorbitant input costs. Nonetheless, the company is taking judicious price increase across various product categories.

Improved performance by JK Tornel, Mexico

- ❖ Strong growth in revenues on y-o-y and q-o-q basis, on the strength of higher demand for products in LATAM and US markets.

Expanding and Strengthening OEM Relationships and Replacement Market Presence

JK Tyre further strengthens its OEM partnership with Hyundai Motor India for Alcazar to supply UX Royale

UX Royale High Performance Tyre which offers best-in-class technology, unmatched performance and comfortable ride quality

JK Tyre Enters Into a Partnership With JBM Auto

To supply best-in-class radial tyres fitted with its SMART device for JBM Auto's CITYLIFE CNG and ECOLIFE electric buses

JK Tyre partners with Ki Mobility Solutions to expand its retail presence

Ki Mobility Solutions Private Ltd, part of MyTVS which has **1000-plus outlets** and India's leading digital automotive aftermarket platform.

Expanded Replacement Market Presence

On boarded 200+ dealers and 10 brand shops during the quarter

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Strong Operational and Financial Performance in FY21

75 %

Consolidated Capacity Utilization

Improving Operational Performance

With Capacity Utilisation was >95% in last 2 quarters

Rs.9,145 Cr (+5%)

Revenue and Growth

Strong Financial Performance

Revenue growing in every quarter post Q1FY21 due to strong rebound in demand backed by sharp recovery in economic activities.

Rs.1,349 Cr (+33%)

EBIDTA and Growth

Improving Operational Profitability

Improved operational efficiencies, benign raw material prices for the part of year and strict cost control

Rs.884 Cr (+89%)

Higher Cash Accruals

Robust Cash Accruals (PBDT)

With robust operational profitability, efficient working capital management and prudent capex allocation

Rs.929 Cr (-17%)

Net Debt Reduction

Deleveraging Balance Sheet –

Reduction in borrowings through higher cash accruals and better working capital management

Robust Performance delivered in adversities



Annual EBDITA up 33% & PAT up 134%

EPS  2X to Rs. 12.97 from Rs. 6.12

Swiftly Responding to Covid-19 Crisis

- Prioritized safety of employees, refined risk mitigation plan, re-visited systems and processes, increased communication with customers and channel partners, initiated digitalization practices and focused on improving operational efficiencies

Consistent Q-o-Q Growth in Key Performance Indicators

- Q1 FY21 was impacted due to Covid-19 induced lockdowns. Post Q1, consistently delivered strong growth in revenues with significant improvement in profitability and strengthening of balance sheet

Accelerated Deleveraging

- Robust Cash accruals & better working capital management leading to net debt reduction by Rs.929 crore.
- Net-debt to EBDITA improved to 3.32x in FY21 from 5.33x in FY20 & Net debt to equity improved to 1.61x in FY21 from 2.23x in FY20

Cavendish Turnaround Performance

- Delivered highest ever revenues of Rs.2,571 crore & EBITDA of Rs.398 crore in FY2021, driven by a higher volumes & improved operational efficiencies

Strengthening Marketing Network Across India

- Added 1,400+ dealers & 90 exclusive brand shops to penetrate deeper into key geographies, specially in rural and sub-urban markets
- Content oriented digital marketing & association with E-Commerce platforms

Sustainability at the Core of JK Tyre Strategy

- All manufacturing plants have been awarded with “Sword of Honour” by British Safety Council, UK.
- Setting global benchmarks by Continuous reduction in GHG Emission, water and energy consumption

FY2021 Financial Performance



	Consolidated Financial Performance			Standalone Financial Performance		
(Rs. Crore)	FY2021	FY2020	Y-o-Y	FY2021	FY2020	Y-o-Y
			Growth (%)			Growth (%)
Turnover	9,145	8,753	5%	6,170	6,120	1%
EBITDA	1,349	1016	33%	887	678	31%
<i>Margin</i>	<i>14.8%</i>	<i>11.6%</i>	<i>320 bps</i>	<i>14.4%</i>	<i>11.1%</i>	<i>330 bps</i>
PBDT (Cash Profit)	884	467	89%	620	335	85%
PBT	534	(17)		396	85	364%
PAT	331	141	134%	256	229	12%
<i>Margin</i>	<i>3.6%</i>	<i>1.7%</i>		<i>4.2%</i>	<i>3.7%</i>	<i>50 bps</i>
EPS (Rs)	12.97	6.12	112%	10.42	9.29	12%

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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 tools

Increase Global Business Share

1. Launching eco range of products for cars and buses (E-vehicle) fitted with ultra low rolling resistance tyres in domestic and export marketplace
2. Enhancing geographical reach in Europe, Australia and South Africa with wide product range

Deleverage Balance Sheet

1. Net debt reduction of around Rs.929 crores in FY2021
2. Scheduled repayments - 45% debt reduction in next 3 years
3. Accelerated reduction in borrowings through improved profitability

Maximizing Benefits of CIL Acquisition

1. Turnaround performance and contributed Rs.398 crores to profitability in FY2021
2. Substantial enhanced capacity across all product segments

Product Portfolio Premiumization

1. Technologically advanced and eco-friendly tyres in line with market requirements
2. Dedicated domain experts for OHT/2W tyres to handle export markets

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



SUSTAINABLE DEVELOPMENT GOALS

- 1 NO POVERTY
- 2 ZERO HUNGER
- 3 GOOD HEALTH AND WELL-BEING
- 4 QUALITY EDUCATION
- 5 GENDER EQUALITY
- 6 CLEAN WATER AND SANITATION
- 7 AFFORDABLE AND CLEAN ENERGY
- 8 DECENT WORK AND ECONOMIC GROWTH
- 9 INDUSTRY, INNOVATION AND INFRASTRUCTURE
- 10 REDUCED INEQUALITIES
- 11 SUSTAINABLE CITIES AND COMMUNITIES
- 12 RESPONSIBLE CONSUMPTION AND PRODUCTION
- 13 CLIMATE ACTION
- 14 LIFE BELOW WATER
- 15 LIFE ON LAND
- 16 PEACE, JUSTICE AND STRONG INSTITUTIONS
- 17 PARTNERSHIPS FOR THE GOALS

* Conceptualized by JK Tyre

Sustainability initiatives & practices leading to resource conservation and manufacturing excellence

Research & Development Led

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

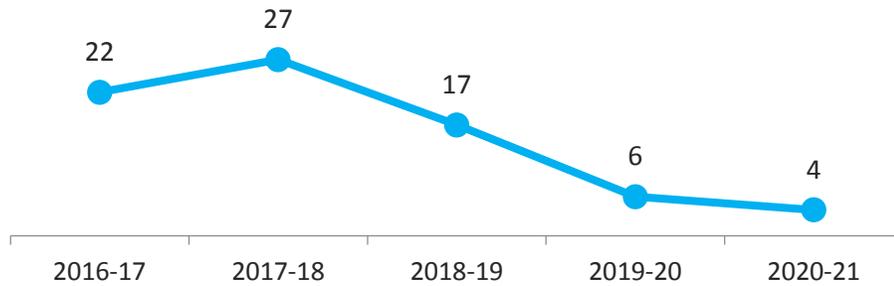
Product Development Led

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

Manufacturing Led

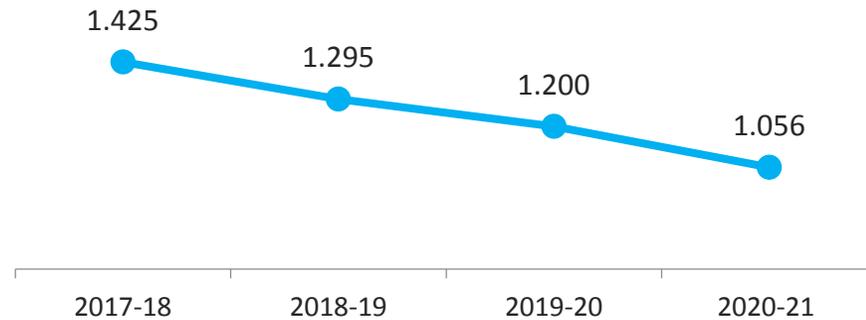
- All plants in India awarded with “Sword of Honour” by British Safety of Council, UK for highest safety standards.
- GHG Emission – Reduction in Carbon footprints
- Energy Conservation – Global benchmark
- Material Conservation – Process waste reduction
- Raw water usage – Global benchmark
- Plantation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

Safety – Reportable Incident (Nos.)



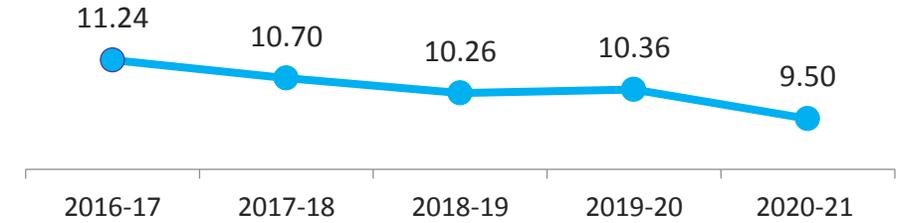
All Plants awarded with “Sword of Honour” by British Safety Council, UK

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



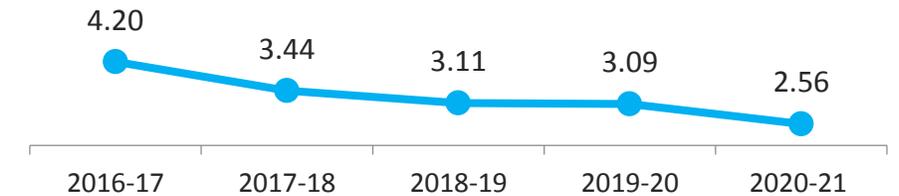
Reducing GHG Emission every year

Energy Consumption (GJ / Tonne)



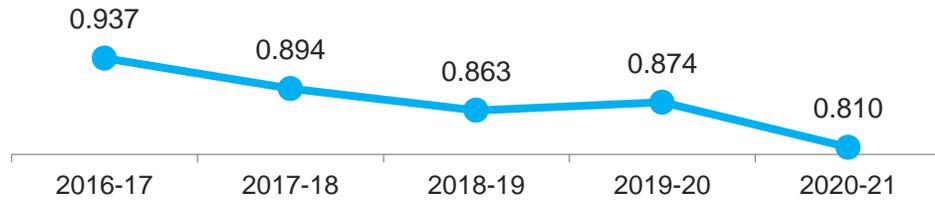
World’s Lowest energy consumption per ton of finish product, amongst top 3 globally

Raw Water Consumption – KL / Tonne



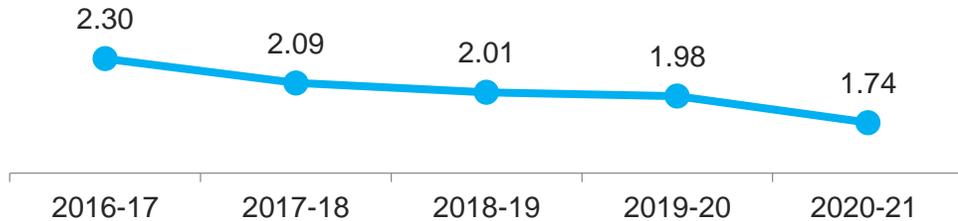
The Lowest Specific Raw Water Consumption Globally

Specific Power Consumption – Kwh / Kg



Reducing Power Consumption trend every year

Specific Steam Consumption (Kg / Kg)



Achieved the best consumption level in FY21

Source : Internal Estimates

Recognitions to our efforts



“Asian Manufacturing Leadership Award for Best in class Green Manufacturing”



“ 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 10 Lac people have been benefitted through our CSR Initiatives.

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www.jktyre.com