



JKTIL:SECTL:SE:2022

Date: 4<sup>th</sup> February 2022

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 – Q3 FY 2022**

.....

This is further to our letter dated 3<sup>rd</sup> February 2022 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 Q3 FY 2022.

The presentation is also being posted on the website of the Company at [www.jktyre.com](http://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**  
Q3 FY2022



**1** Business Overview

**2** Q3FY22 & 9MFY22 Performance Review

**3** Growth Strategy

**4** Sustainability



# JK Tyre at a Glance



**40+**

Years of experience in tyre manufacturing



**25<sup>th</sup>**

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

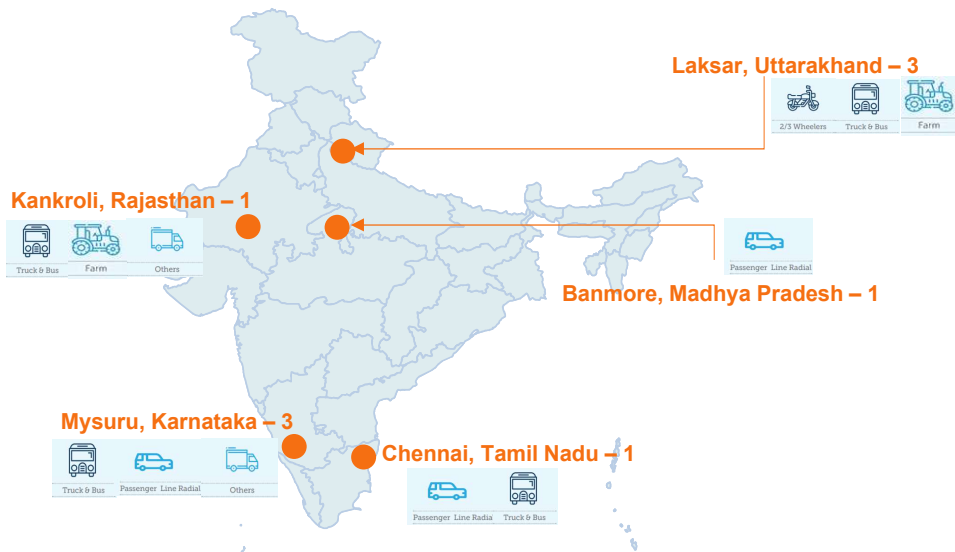
## Innovation at JK Tyre

- ❖ 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



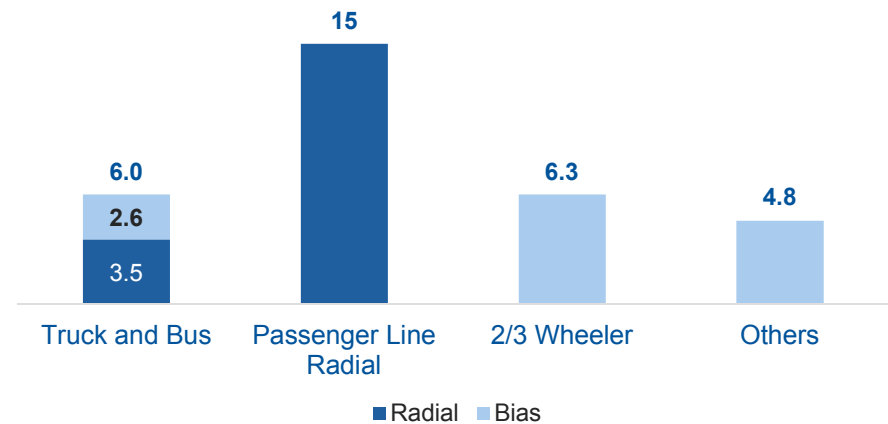
## India



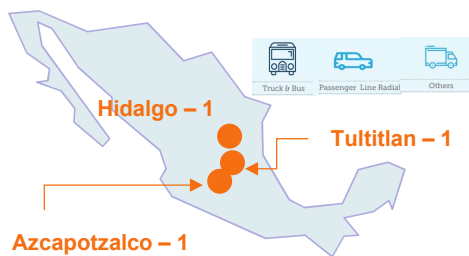
12 Manufacturing Facilities with Annual Production Capacity of 5,75,000 Metric Tonnes (~32 million tyres)

	Installed Capacity (MT)	Utilization Q3FY22
Consolidated	5,75,000	89%

## Annual Capacity by Product Line – Volumes in Million









## Mexico



# Digital Marketing Initiatives



<p><b>1</b> Consistent Social Media Presence</p> <p><b>2</b> Content Oriented Digital Marketing</p> <p><b>3</b> Google My Business &amp; Always-On-Search</p> <p><b>4</b> E-Commerce Associations with Leading Platforms :  <b>CarDekho &amp; TyrePlex</b></p> <ul style="list-style-type: none"> <li>• <b>Lead Generation</b></li> <li>• <b>Re-Targeting</b></li> </ul>	<p><b>Social Media</b></p>  <p>No.1 Tyre Brand at Social Media in terms of Followers at Facebook &amp; Instagram</p>	<p><b>Content Marketing</b></p>  <p>Tyre Industry Highest no. of views at YouTube 77Mn+ for You Tube Campaign</p>	<p><b>Google My Business</b></p>  <p>600+ Brand Shops listed at Google My Business and being optimized to have better visibility at Google Search</p>
	<p><b>E-Commerce</b></p>  <p>To give our customers an alternate touch point to explore and buy JK Tyre</p>	<p><b>Lead Gen. &amp; Re-Targeting</b></p>  <p>For Lead Generation &amp; Re-targeting the prospective customers looking for Tyre at Google</p>	<p><b>Awards</b></p>  <p>Leader in Digital Transformation, Motorsports &amp; Digital PR, Best campaign in Automotive category 'Zindagi ke Pahiye' &amp; Campaign of the Year by World Digital Marketing Congress</p>



# Extensive Distribution Network



## 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



#### 64 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



#### 53 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

### Online tie-ups

- ❖ Amazon online & ITC e-Choupal for rural connect
- ❖ Auto Portals - Car Dekho & TyrePlex for door-step delivery / fitment

### Expanding Footprint in India – Network Expansion

- ❖ Added 550+ dealers in 9MFY22

# Leadership Team



**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*



**H. C. Prasad**  
*VP – CAVENDISH*



## Strong R&D Capabilities



### 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 – 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

# Product Portfolio Differentiation



## Smart Tyres

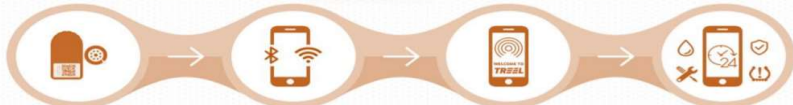
Recently acquired smart tyre technology start-up to revolutionize Indian tyre market – First in India to launch Tyre Pressure Monitoring System (TPMS) based on sensor technology

### 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 breeches
- Offers real time asset tracking to avoid tyre theft



### How does it work?



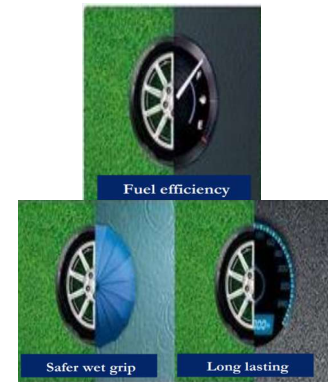
- |   |   |   |   |
|---|---|---|---|
| <b>Step 1</b><br>Our inbuilt smart tyre sensors detect a change in tyre pressure or temperature | <b>Step 2</b><br>A signal is wirelessly sent to your Treet care app | <b>Step 3</b><br>These alerts are instantly displayed on the screen | <b>Step 4</b><br>The Treet 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>



# Strengthening OEM Presence



## Gaining OEM footprint and volumes across segments

HYUNDAI CRETA, & ALCAZAR



MARUTI SUZUKI SWIFT  
DZIRE, SWIFT, WAGONR



TVS APACHE



FORCE  
TRAVELER



KIA CARENS, & SELTOS



TATA INTRA



TATA GOLD



## Key Marketing Initiatives



### #FutureOfDriving | JK Smart Tyre

*(The Future of Driving is here)*

**JK TYRE**  
TOTAL CONTROL

THE FUTURE OF DRIVING IS HERE.

**SMART TYRE**  
TYRE WITH A BRAIN

*Hits of over 110 million in a less than 4 months*

### Zindagi Ke Pahiye - Youtube Campaign

*(Record hits of over 24 Million – Highest in Tyre Industry)*

**JK TYRE**  
TOTAL CONTROL

*Zindagi Ke Pahiye*  
(Wheels of Life)

*Awarded Digital Campaign of the year by Global Digital Marketing*



# Brand Accolades



JKTYRE  
TOTAL CONTROL

RECOGNISED FOR  
**ACTIVE CUSTOMER  
ENGAGEMENT**  
AT

**CII**  
**CUSTOMER  
OBSESSION  
AWARD 2021**  
EXCELLENCE THROUGH  
TECHNOLOGY & INNOVATION

**CII**  
Confederation of Indian Industry

**INSTITUTE  
of QUALITY**

Presented to  
JK TYRE & INDUSTRIES LTD.  
Recognized for Active Customer Engagement  
amazon

*Recognized for Active Customer Engagement at CII  
Customer Obsession Award 2021*

JKTYRE  
TOTAL CONTROL

**SMART TYRE**  
TYRE WITH A BRAIN

NOW A TECH  
**AWARD**  
WINNING  
TYRE

Wins the 'Innovative Tech in the Auto  
Industry' award at the Exhibit Tech  
Awards 2021.

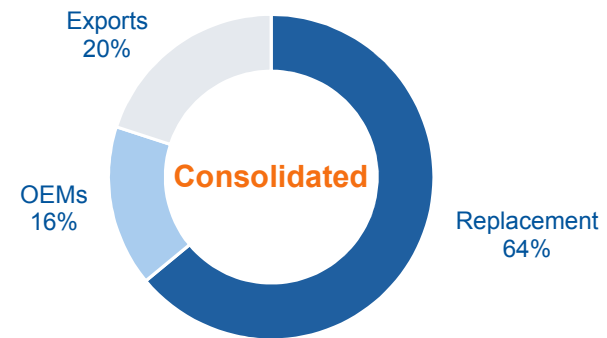
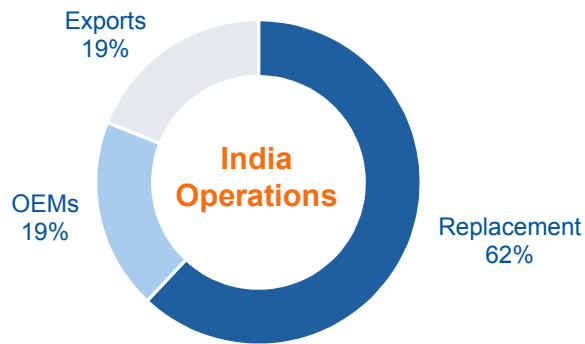
8<sup>th</sup> EDITION  
**exhibit  
TECH AWARDS 2021**

• *'Innovative Tech in the Auto Industry' at the Exhibit  
Tech Awards 2021*

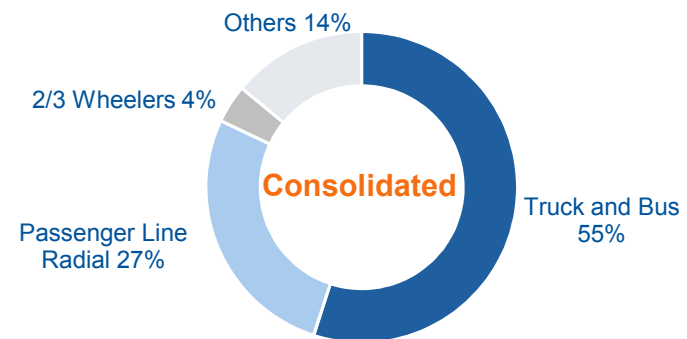
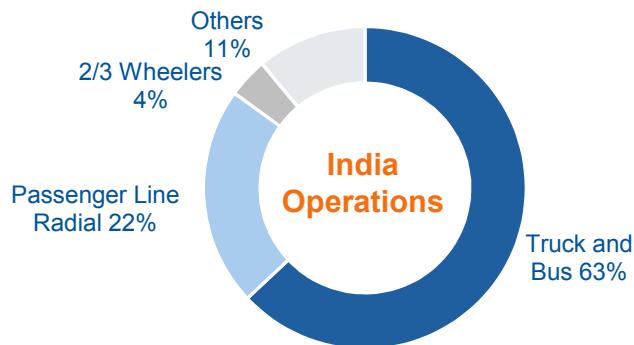
# Revenue Segmentation : End User Market



## Revenue Mix by Market – Q3FY22



## Revenue Mix by Product Line – Q3FY22



**1** Business Overview

**2** Q3FY22 & 9MFY22 Performance Review

**3** Growth Strategy

**4** Sustainability



## Q3FY22 Financial Performance Highlights



(Rs. Crore)	Consolidated			Standalone		
	Q3 FY22	Q2 FY22	Q3 FY21	Q3 FY22	Q2 FY22	Q3 FY21
<b>Turnover</b>	<b>3,084</b>	<b>2,998</b>	<b>2,776</b>	<b>2,130</b>	<b>2,028</b>	<b>1,851</b>
<b>EBITDA</b>	<b>281</b>	<b>303</b>	<b>507</b>	<b>201</b>	<b>201</b>	<b>312</b>
<i>Margin</i>	<i>9.1%</i>	<i>10.1%</i>	<i>18.3%</i>	<i>9.4%</i>	<i>9.9%</i>	<i>16.9%</i>
<b>PBDT (Cash Profit)</b>	<b>177</b>	<b>197</b>	<b>401</b>	<b>144</b>	<b>143</b>	<b>257</b>
<b>PBT</b>	<b>88</b>	<b>102</b>	<b>343</b>	<b>84</b>	<b>84</b>	<b>196</b>
<b>PAT</b>	<b>54</b>	<b>65</b>	<b>230</b>	<b>58</b>	<b>54</b>	<b>125</b>
<i>Margin</i>	<i>1.7%</i>	<i>2.2%</i>	<i>8.3%</i>	<i>2.7%</i>	<i>2.7%</i>	<i>6.8%</i>
<b>EPS (Rs)</b>	<b>2.31</b>	<b>2.70</b>	<b>9.10</b>	<b>2.35</b>	<b>2.21</b>	<b>5.09</b>

## 9MFY22 Financial Performance Highlights



(Rs. Crore)	Consolidated			Standalone		
	9M FY22	9M FY21	% change	9M FY22	9M FY21	% change
<b>Turnover</b>	<b>8,700</b>	<b>6,201</b>	<b>40%</b>	<b>5,892</b>	<b>4,133</b>	<b>43%</b>
<b>EBITDA</b>	<b>874</b>	<b>877</b>	<b>-</b>	<b>591</b>	<b>571</b>	<b>3%</b>
<i>Margin</i>	<i>10.0%</i>	<i>14.1%</i>	<i>(410) bps</i>	<i>10.0%</i>	<i>13.8%</i>	<i>(380) Bps</i>
<b>PBDT (Cash Profit)</b>	<b>556</b>	<b>517</b>	<b>8%</b>	<b>418</b>	<b>362</b>	<b>16%</b>
<b>PBT</b>	<b>265</b>	<b>254</b>	<b>4%</b>	<b>237</b>	<b>185</b>	<b>28%</b>
<b>PAT</b>	<b>163</b>	<b>136</b>	<b>20%</b>	<b>157</b>	<b>119</b>	<b>32%</b>
<i>Margin</i>	<i>1.9%</i>	<i>2.2%</i>	<i>(30) bps</i>	<i>2.7%</i>	<i>2.9%</i>	<i>(20) Bps</i>
<b>EPS (Rs)</b>	<b>6.90</b>	<b>5.29</b>	<b>30%</b>	<b>6.37</b>	<b>4.84</b>	<b>32%</b>

# 9M FY2022 Performance Highlights (Consolidated)



Improved performance in 9MFY2022

## Consolidated Operations

<p><b>8,700</b></p> <p><b>40%</b></p> <p>Revenues (incl. exports) (Rs. Crore)</p>	<p><b>1414</b></p> <p><b>75%</b></p> <p>Exports from India (Rs. Crore)</p>	<p><b>874</b></p> <p>EBIDTA (Rs. Crore)</p>
<p><b>556</b></p> <p><b>8%</b></p> <p>Cash Profit (PBDT) (Rs. Crore)</p>	<p><b>163</b></p> <p><b>20%</b></p> <p>Profit After Tax (Rs. Crore)</p>	<p><b>6.90</b></p> <p><b>30%</b></p> <p>Earnings Per Share (Rs. per share)</p>



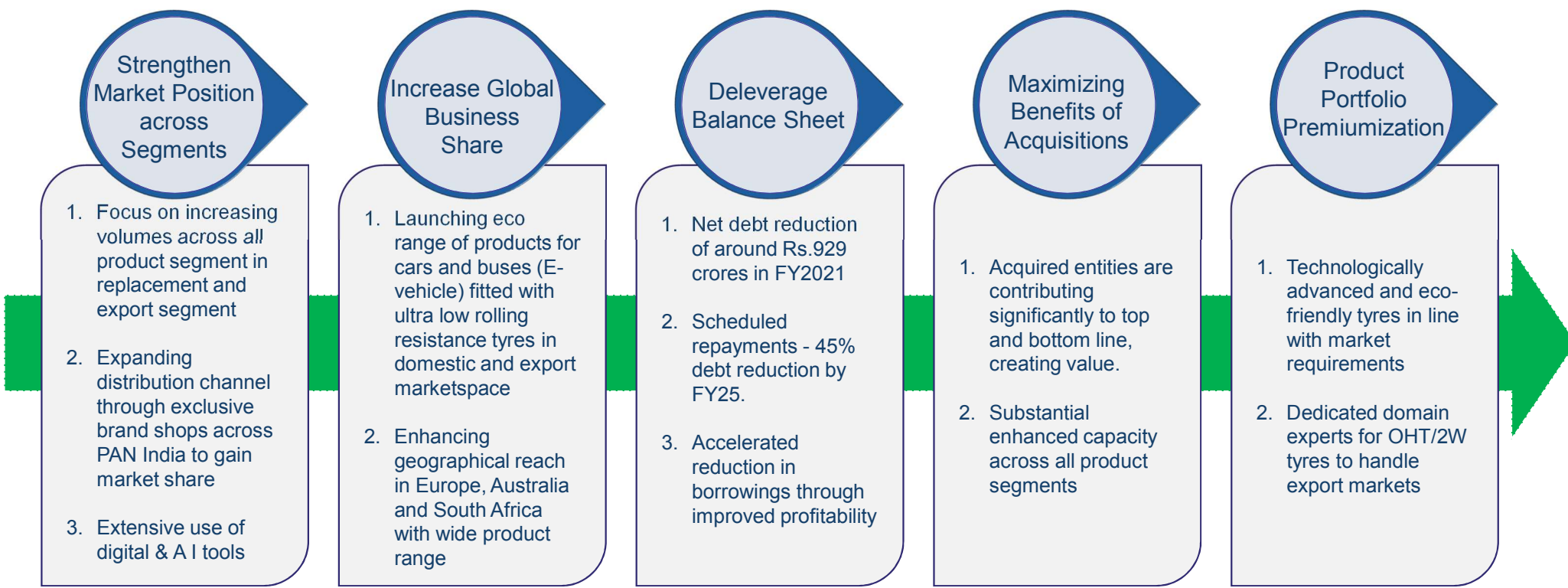
- 1 Business Overview**
- 2 Q3FY22 & 9MFY22 Performance Review**
- 3 Growth Strategy**
- 4 Sustainability**



# Strategic Priorities



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



- 1** Business Overview
- 2** Q3FY22 & 9MFY22 Performance Review
- 3** Growth Strategy
- 4** Sustainability



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



## SUSTAINABLE DEVELOPMENT 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

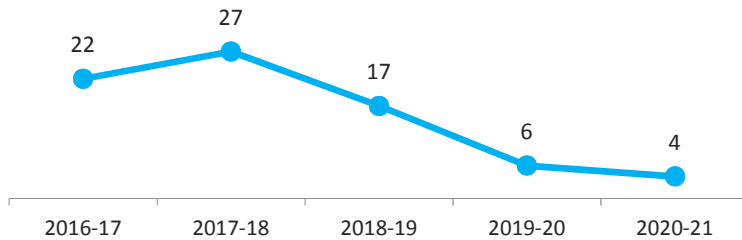
#### Manufacturing Led

- 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

# Sustainability – Environment

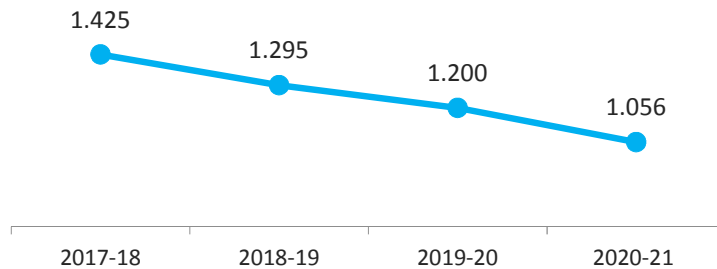


## Safety – Reportable Incident (Nos.)



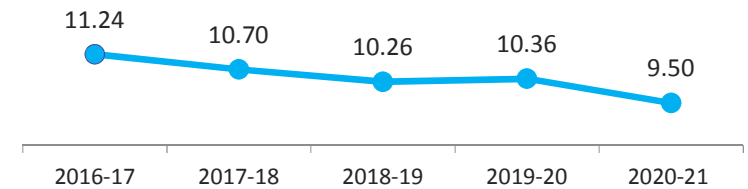
All Plants awarded with “Sword of Honour” by British Safety Council, UK

## Green House Gas (GHG) Emission – Eq. CO<sub>2</sub> / MT



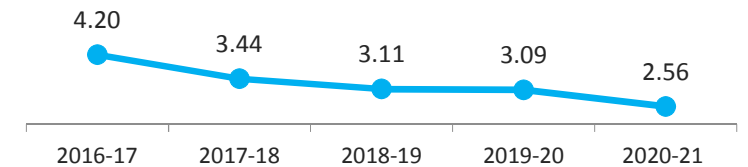
Reducing GHG Emission every year

## Energy Consumption (GJ / Tonne)



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

## Raw Water Consumption – KL / Tonne



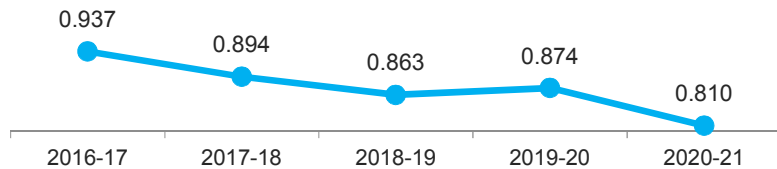
The Lowest Specific Raw Water Consumption Globally



# Sustainability – Operational Efficiencies

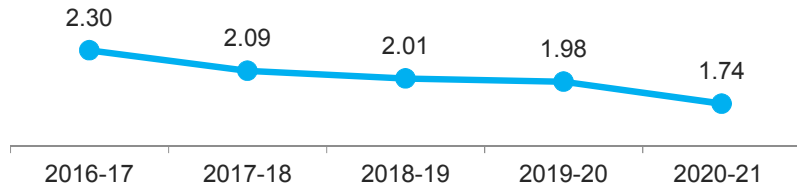


## Specific Power Consumption – Kwh / Kg



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)



<b>Livelihood Enhancement</b>	More than 1 lac people benefitted through our projects, viz., skill building, SHGs, agricultural & livestock development etc.
<b>Education</b>	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)
<b>Healthcare &amp; Sanitation</b>	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)
<b>Water Conservation &amp; Environment</b>	Construction / De-siltation of water tanks (Benefited >1 Lac farmers) & farm ponds, field bunding and plantation
<b>COVID Management</b>	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.**

# Disclaimer



This presentation has been prepared by JK Tyre & Industries Limited (the “Company” or “JK Tyres”) solely for information purposes without any regard to any specific objectives, financial situations or informational needs of any particular person. This presentation may not be copied, distributed or disseminated, directly or indirectly, in any manner. By reviewing this presentation, you agree to be bound by the trailing restrictions regarding the information disclosed in these materials.

This presentation contains statements that constitute forward-looking statements. These statements include descriptions regarding the intent, belief or current expectations of the management with respect to the results of operations and financial condition of the Company. These statements can be recognized by the use of words such as “expects,” “plans,” “will,” “estimates,” “projects,” or other words of similar meaning. Such forward-looking statements are not guarantees of future performance and involve risks and uncertainties, and actual results may differ from those in such forward-looking statements, as a result of various factors and assumptions which the Company believes to be reasonable in light of its operating experience in recent years. The risks and uncertainties relating to these statements include, but not limited to, risks and uncertainties, regarding fluctuations in earnings, our ability to manage growth, competition, our ability to manage our international operations, government policies, regulations etc. The Company does not undertake any obligation to revise or update any forward-looking statement that may be made from time to time by or on behalf of the Company. Given these risks, uncertainties and other factors, viewers of this presentation are cautioned not to place undue reliance on these forward-looking statements.

No representation, warranty, guarantee or undertaking, express or implied, is or will be made as to, and no reliance should be placed on, the accuracy, completeness, correctness or fairness of the information, estimates, projections and opinions contained in this presentation. Potential investors must make their own assessment of the relevance, accuracy and adequacy of the information contained in this presentation and must make such independent investigation as they may consider necessary or appropriate for such purpose. Such information and opinions are in all events not current after the date of this presentation. Further, past performance is not necessarily indicative of future results. Any opinions expressed in this presentation or the contents of this presentation are subject to change without notice. This presentation should not be construed as legal, tax, investment or any other advice.

None of the Company, any placement agent, promoter or any other persons that may participate in the offering of any securities of the Company shall have any responsibility or liability whatsoever for any loss howsoever arising from this presentation or its contents or otherwise arising in connection therewith.

This presentation and its contents are confidential, and is/are only meant for consumption of its recipient, and should not be distributed, published or reproduced, in whole or part, or disclosed by recipients directly or indirectly to any other person.

This presentation does not constitute or form part of and should not be construed as, directly or indirectly, any offer or invitation or inducement to sell or issue, or any solicitation of any offer to purchase or subscribe for, any securities of the Company by any person in any jurisdiction, including in India, the United States, Australia, Canada or Japan, nor shall it or any part of it or the fact of its distribution form the basis of, or be relied on in connection with, any investment decision or any contract or commitment therefore.

Securities of the Company may not be offered or sold in the United States absent registration or an applicable exemption from registration under the United States Securities Act of 1933, as amended.

This presentation is not a prospectus, a statement in lieu of a prospectus, an offering circular, an advertisement or an offer document under the Companies Act, 2013, the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2009, as amended, or any other applicable law in India, or under any applicable law of any other Country.

## For further information, please contact:

<p>Sanjay Sharma <b>JK Tyre &amp; Industries Ltd.</b> + 91 11 66001122 <a href="mailto:sanjaysharma@jkmail.com">sanjaysharma@jkmail.com</a></p>	<p>Sanjeev Aggarwal, CFO <b>JK Tyre &amp; Industries Ltd.</b> +91 11 66001122 <a href="mailto:sanjeev.aggarwal@jkmail.com">sanjeev.aggarwal@jkmail.com</a></p>
---	--



**JK TYRE & INDUSTRIES LTD.**

**HEAD OFFICE**

3, Bahadur Shah Zafar Marg,  
New Delhi - 110 002

T: +91-11-66001112 • F: +91-11-23322059

**REGISTERED OFFICE AND WORKS**

Jaykaygram, PO-Tyre Factory  
Kankroli - 313 342, Rajasthan

T: 02952-302400/330011 • F: 02952-232018  
CIN:L67120RJ1951PLC045966

[www.jktyre.com](http://www.jktyre.com)