



JKTIL:SECTL:SE:2024

Date: 6<sup>th</sup> February 2024

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.
Scrip Code: 530007	Symbol: JKTYRE

Dear Sir,

Re. **Investor's Presentation - Q3FY2024**  
- Regulation 30 of the SEBI (Listing Obligations and  
Disclosure Requirements) Regulations, 2015

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This is further to our letter dated 29<sup>th</sup> January 2024 re. Intimation of Schedule of Results Conference Call. We are now enclosing herewith Investor's Presentation Q3FY2024.

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





JK TYRE

*Investor's Presentation – Q3FY2024*

 **JK TYRE**  
& INDUSTRIES LTD.

## **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%
<b>Total Revenue</b>	<b>EBITDA*</b>	<b>Profit After Tax</b>

### 9MFY24 Consolidated Financials

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



**40+**

Years of experience in tyre manufacturing



**12** Manufacturing Facilities

**34mn** Tyre Manufacturing Capacity



**100**

Countries – Global presence



**10,000+**

Employees globally



**19<sup>th</sup>**

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



HYUNDAI

TATA MOTORS



Mahindra



FORCE MOTORS



HONDA



## Tractor



Mahindra



ESCORTS



JOHN DEERE

SWARAJ



CAPTAIN  
Pioneer of The Mini Tractor



EICHER



## Truck & Bus

TATA MOTORS



ASHOK LEYLAND



Mahindra  
Trucks and Busses



SCANIA



## OTR

बी ई एम एल



Bobcat



ACE  
Hardware



SCHWING  
Stetter

TATA HITACHI

Reliable solutions



SANY



ESCORTS

## 2-Wheeler



Hero



BAJAJ



TVS

## 2-Wheeler – Electric



VVA Auto Industries Pvt. Ltd.



OKINAWA  
Power the Change



BENLG



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



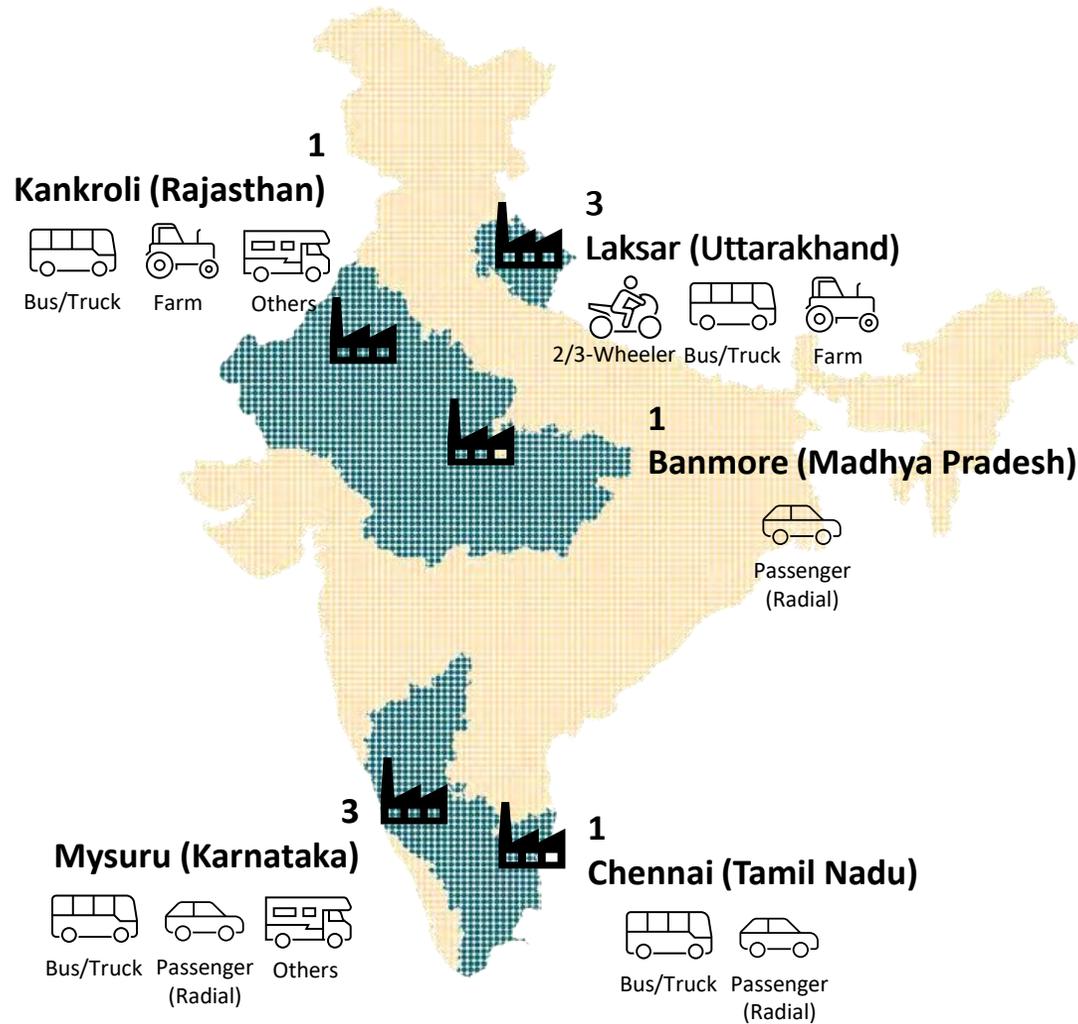
**Bharat Aggarwal**  
Head - International Trade



**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

### 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 #Hawa Nahin Niklegi*



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

Improved wet and dry traction

High Durability & low noise

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!



Conferred "SUPER BRANDS 2023"





## Indian Car of the Year [ICOTY]



## Indian Motorcycle of the Year [IMOTY]



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

..and establishing strong presence globally

**138**  
Dealers

**67**  
Distributors

**6,000+**  
Dealers & Distributors

**800+**  
SKUs

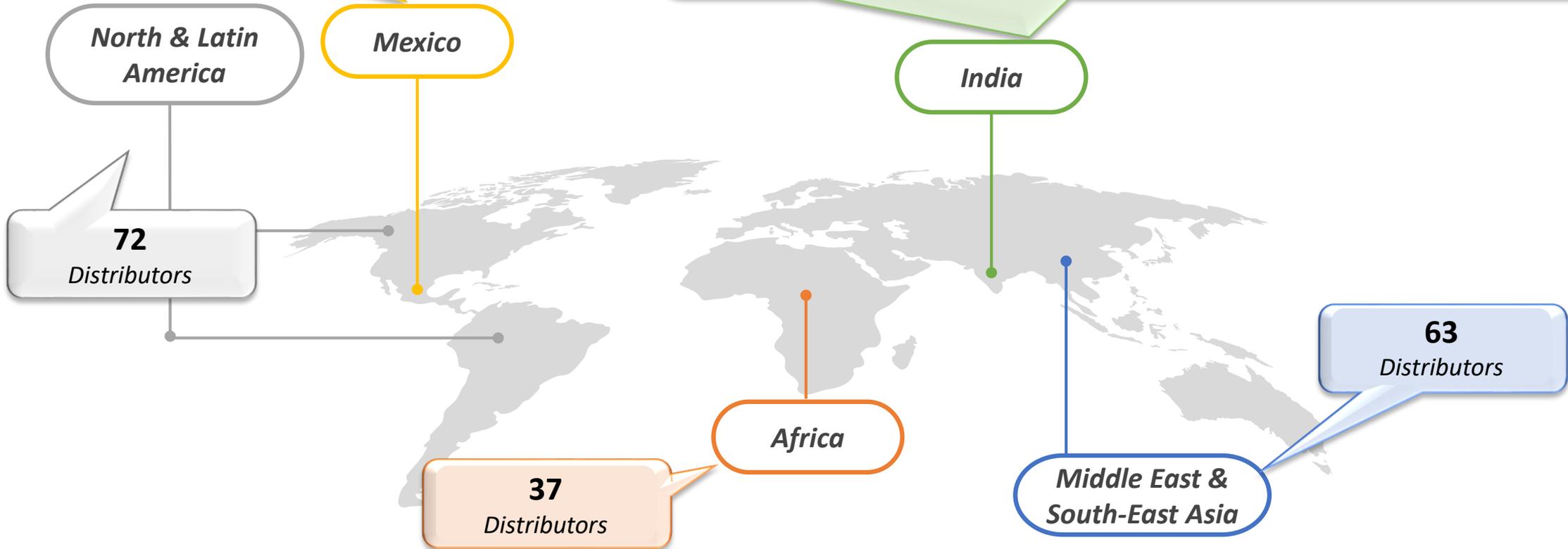
**700+**  
Brand Shops

**30+**  
Mobility Customers

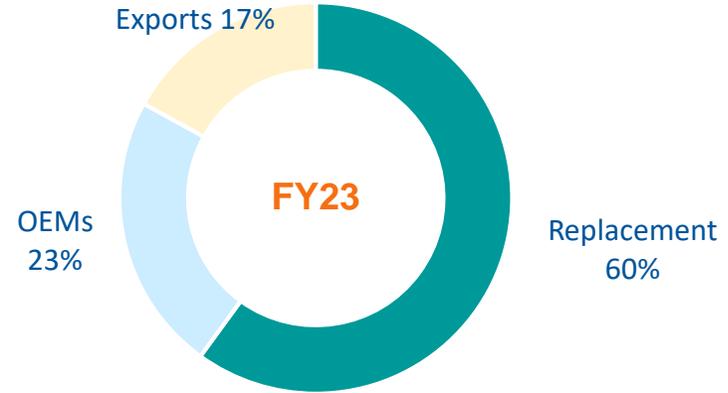
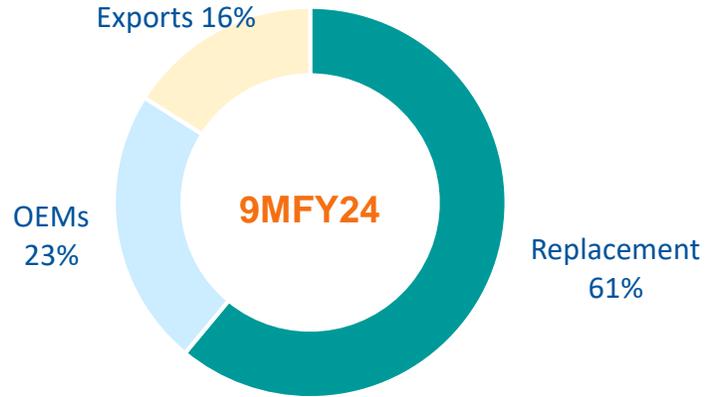
**77**  
Retread Centres

**1,300+**  
Fleet Operators

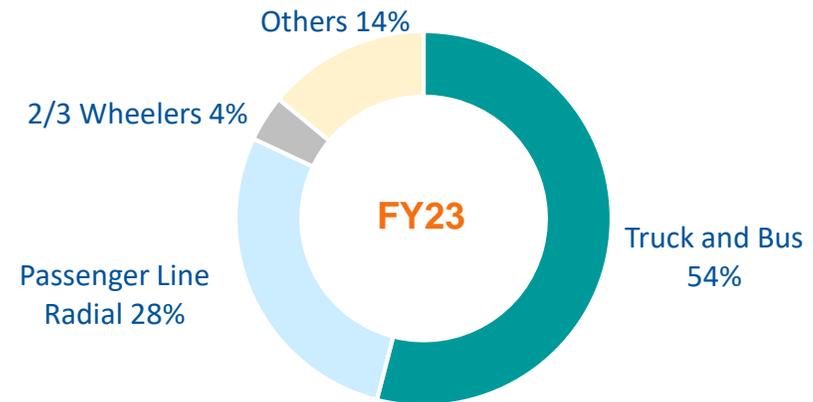
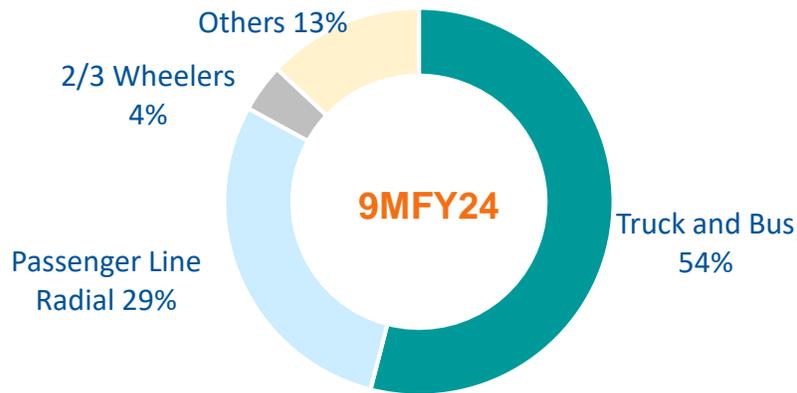
**140+**  
Sales, Service &  
Stocking Points



### 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

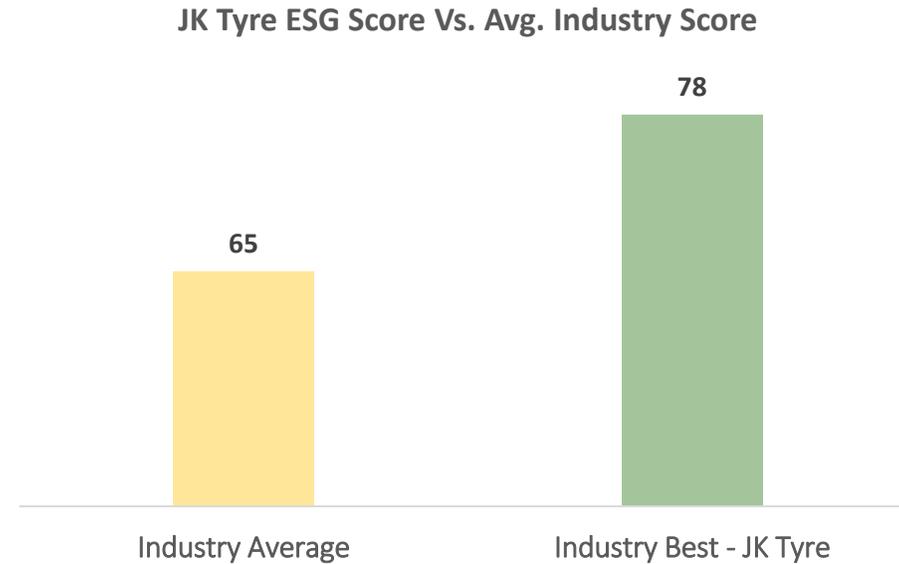


SUSTAINABLE DEVELOPMENT GOALS

A grid of 17 Sustainable Development Goals icons, each with a number, title, and icon. The goals are: 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, and a final logo for SUSTAINABLE DEVELOPMENT GOALS.

\* 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

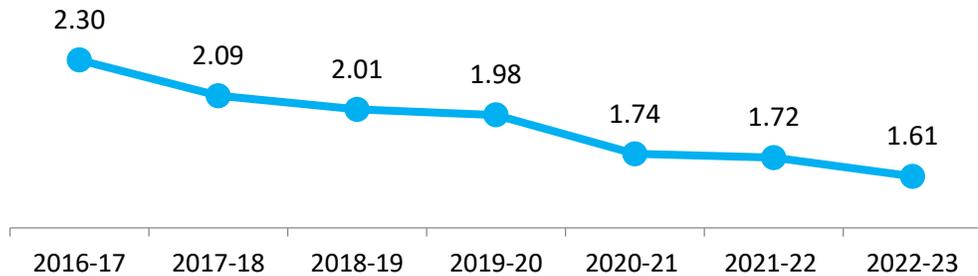
- All plants in India awarded with “Sword of Honour” by British Safety of Council, UK and 3 locations awarded with “Globe of Honour” for highest safety standards
- GHG Emission – Reduction in Carbon footprints
- Energy Conservation – Global benchmark
- Material Conservation – Process waste reduction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

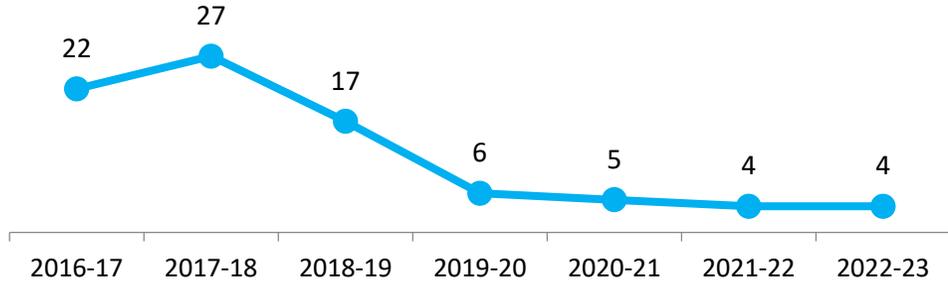


“ Energy Management Award for exemplary implementation of ISO 50001 Energy Management System Standard by Clean Energy Ministerial ”



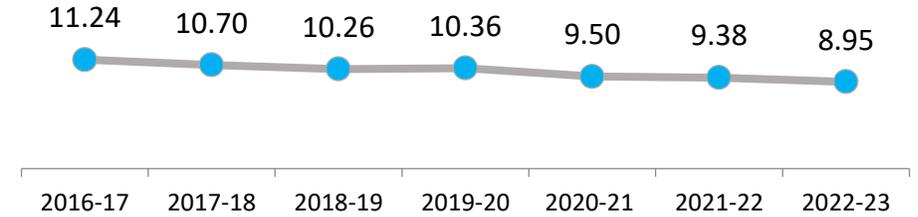
“ National Water Award for Excellence in Energy and Water Management by CII ”

## Safety – Reportable Incident (Nos.)



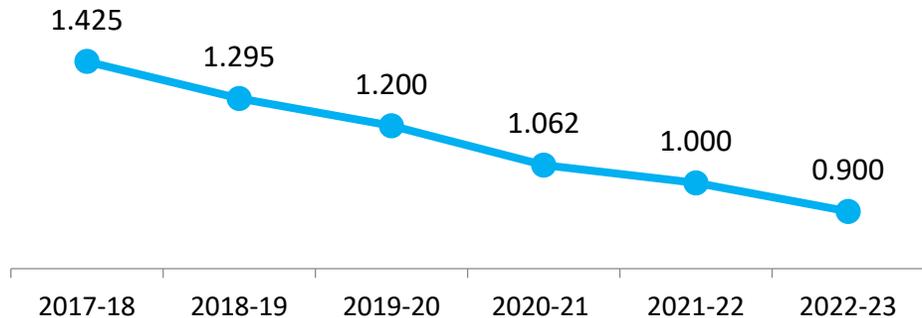
All Plants awarded with “Sword of Honour” by British Safety Council, UK and 3 locations awarded with “Globe of Honour”

## Energy Consumption (GJ / Tonne)



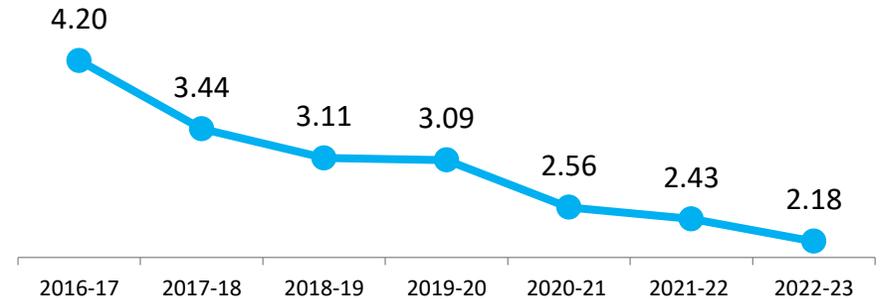
World’s Lowest energy consumption per ton of finish product, amongst top 3 globally

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



Reducing GHG Emission every year, among top 5 globally

## Raw Water Consumption – KL / Tonne



Lowest Specific Raw Water Consumption Globally

Source : Internal Estimates



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