



JKTIL:SECTL:SE:2024

Date: 21<sup>st</sup> May 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 – Q4FY2024 & FY2024**  
- Regulation 30 of the SEBI (Listing Obligations and  
Disclosure Requirements) Regulations, 2015

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This is further to our letter dated 16<sup>th</sup> May 2024 re. Intimation of Schedule of Post Results Conference Call. We are now enclosing herewith Investor's Presentation Q4FY2024 & FY2024.

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

*he*



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Regd. Off.: Jaykaygram, PO - Tyre Factory, Kankroli - 313 342 (Rajasthan), Fax : 02952-232018, Ph. : 02952-233400 / 233000  
Website : [www.jktyre.com](http://www.jktyre.com) CIN : L67120RJ1951PLC045966





*JK TYRE*

*Investor's Presentation – Q4FY24 & FY24*

 **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

### Q4FY24 Consolidated Financials

INR 3,714 Cr. YoY Growth 2%	INR 497 Cr. YoY Growth 28%	INR 175 Cr. YoY Growth 55%
<b>Total Revenue</b>	<b>EBITDA*</b>	<b>Profit After Tax</b>

### FY24 Consolidated Financials

INR 15,046 Cr. YoY Growth 2%	INR 2,122 Cr. YoY Growth 59%	INR 811 Cr. YoY Growth 207%
<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



TATA MOTORS



HONDA



## Tractor



## Truck & Bus



## OTR



## 2-Wheeler





**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



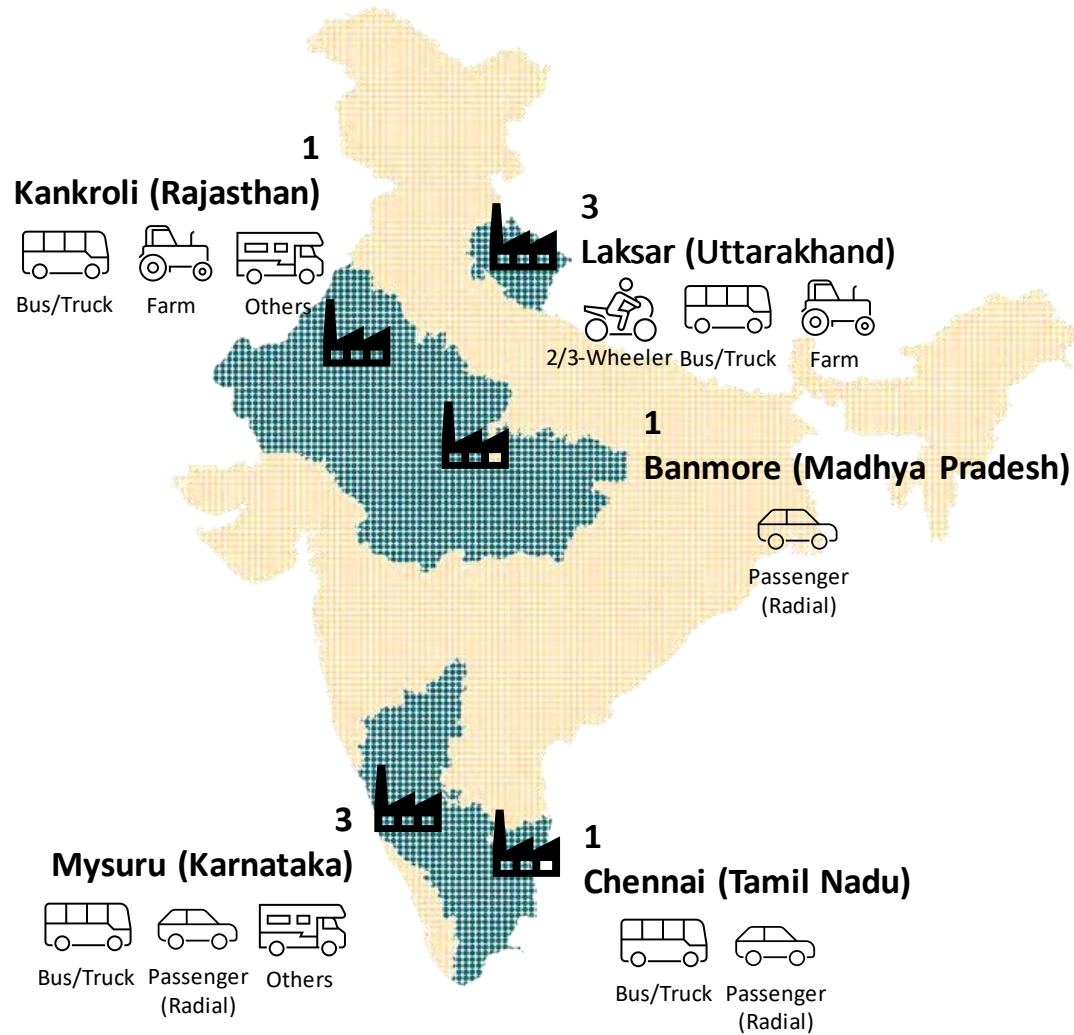
**Bharat Aggarwal**  
Head - International Trade



**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

**4** Google My Business & Always-On-Search

## Social Media



No.1 Tyre Brand on Facebook & Instagram with respect to followership

## Content Marketing



Jab Hindustan Mile Hindustan Se | JK Tyre | Desh Ka Tyre | Mohit Chauhan

Highly engaging brand videos and content reaching out to millions of viewers

## 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 prospective customers looking for tyres on Google

## Awards



Leader in Digital Transformation, Marketing & Digital PR. Multiple campaign awards from reputed panels such as e4m, BARC Asia, ET Edge etc

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



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"





‘Desh Ka Tyre – JK Tyre’ - an anthem, that brings alive the idea of ‘India Meets India’ through a magnificent narrative.

The idea stems from ‘Jab Hindustan Mile Hindustan Se’ - bridging India’s vast expanses, across landscapes and cultures, by being the unifying force that keeps us all moving forward – by being ‘Desh Ka Tyre’. As the heartbeat of the roads, JK Tyre stands as a testament to the nation’s grandness, travelling across every terrain and connecting every corner.

An audio-visual treat, this compelling and memorable film highlights the role the brand JK Tyre plays in our lives and inspire an emotional connect by evoking a sense of belonging and pride.

## Grand Launch done at Key News Channels

**REPUBLIC NETWORK | CNN NEWS 18 | INDIA TV & MANY MORE**




## IMPACTFUL PRESENCE AT DIFFERENT GENRES ON TELEVISION & RADIO



Jab Hindustan Mile Hindustan Se | JK Tyre | Desh Ka Tyre | Mohit Chauhan  
JK Tyre 12.6K... Analytics Edit video 501 Share

**Garnered 6Mn+ Views in first 3 days and counting !**



**LEVITAS ULTRA (UHP TYRE)**

- Best in class ride quality & experience
- Lowest cabin noise & high cornering stability
- Shortest braking distance in dry & wet conditions
- Speed Rating – W and Y with 5 star fuel savings


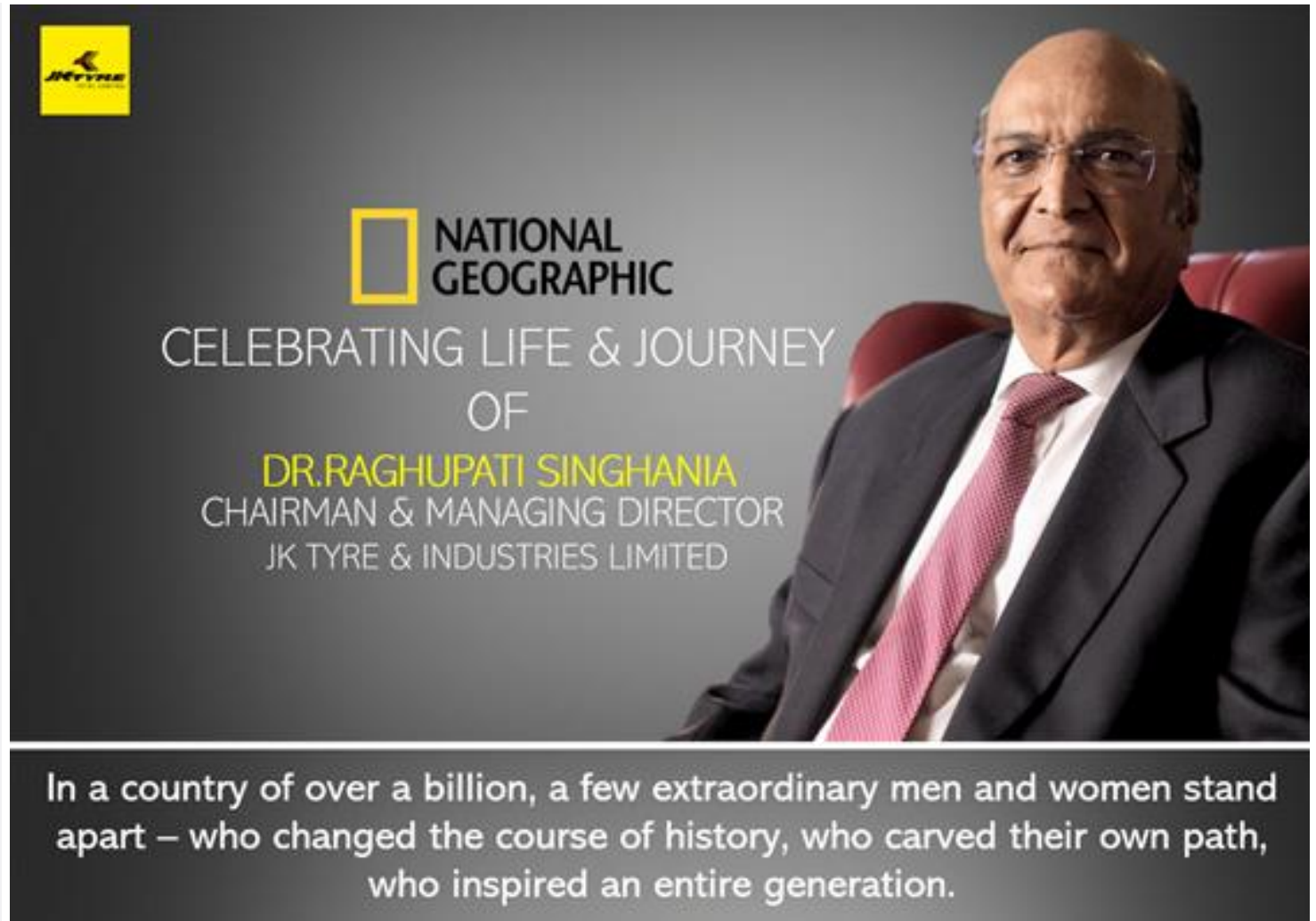
Launch of “ The Levitas Ultra (Ultra High Performance) – Made for Dream Machines”






**A LEGEND ISN'T BORN OVERNIGHT.**

**DR. RAGHUPATI SINGHANIA**  
CHAIRMAN & MANAGING DIRECTOR  
JK TYRE & INDUSTRIES LIMITED



 **NATIONAL GEOGRAPHIC**

CELEBRATING LIFE & JOURNEY  
OF  
**DR. RAGHUPATI SINGHANIA**  
CHAIRMAN & MANAGING DIRECTOR  
JK TYRE & INDUSTRIES LIMITED

In a country of over a billion, a few extraordinary men and women stand apart – who changed the course of history, who carved their own path, who inspired an entire generation.

..and establishing strong presence globally

**138**  
Dealers

**67**  
Distributors

**6,000+**  
Dealers & Distributors

**800+**  
SKUs

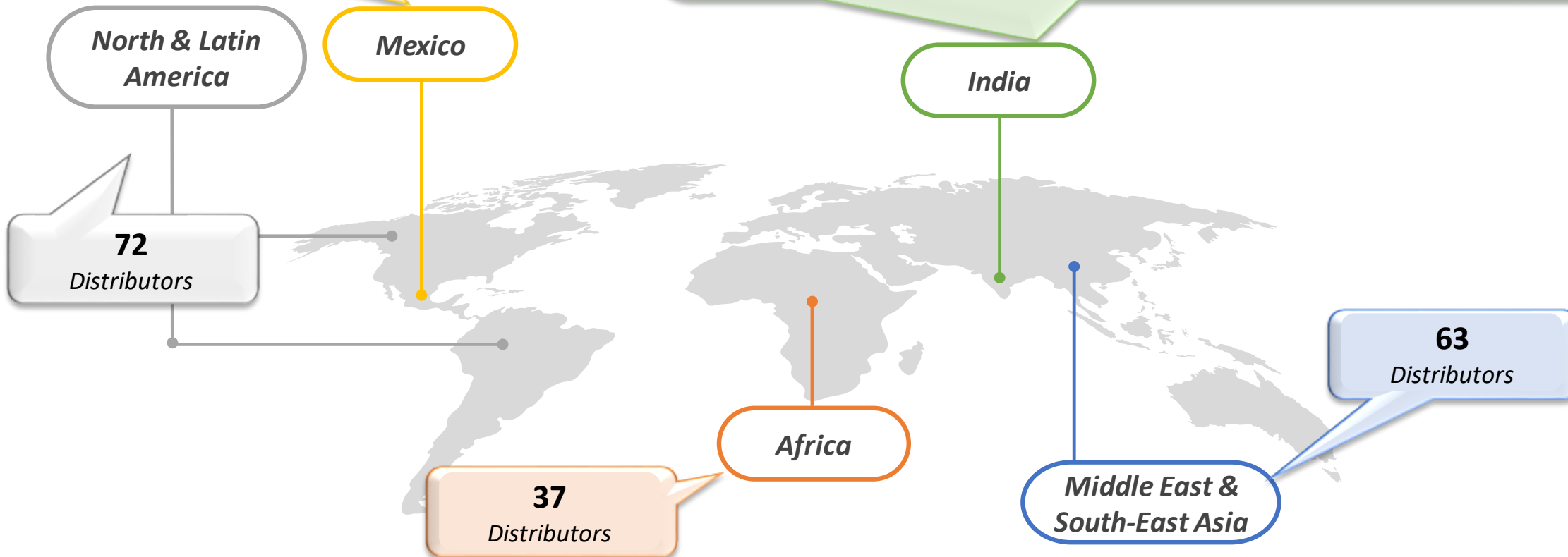
**750+**  
Brand Shops

**30+**  
Mobility Customers

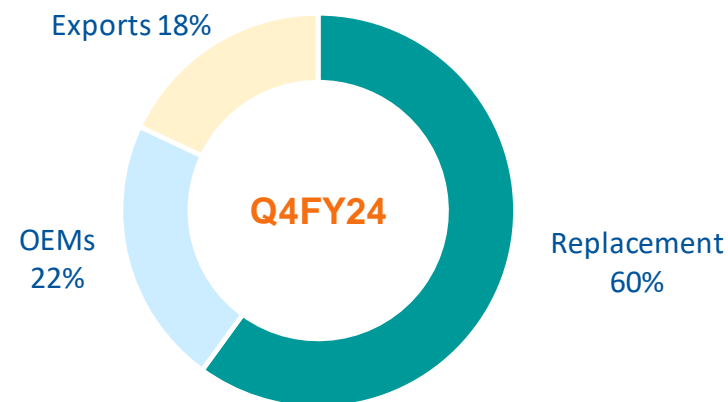
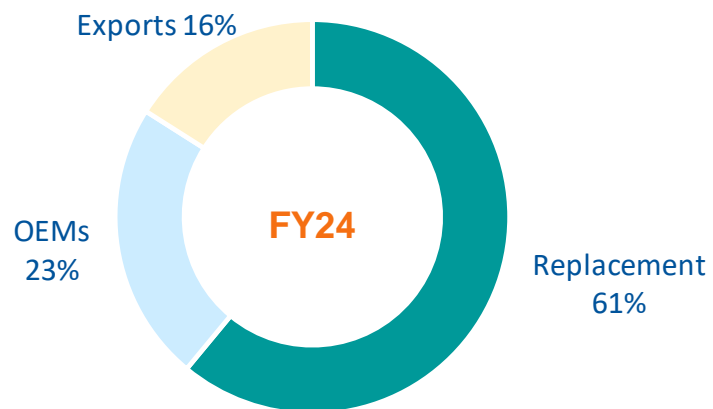
**77**  
Retread Centres

**1,300+**  
Fleet Operators

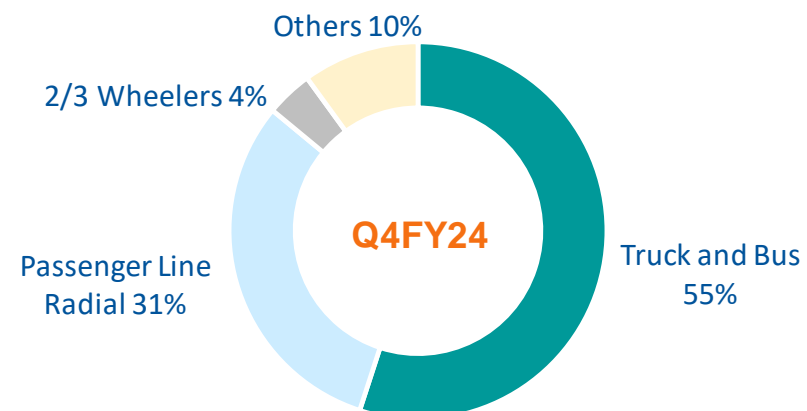
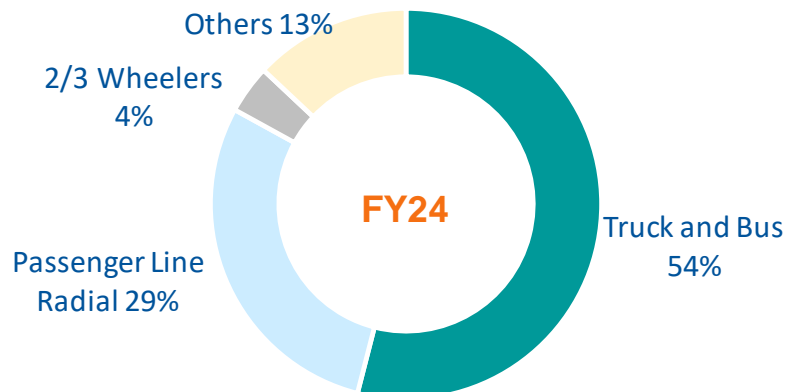
**140+**  
Sales, Service & Stocking Points



### Revenue Mix by Market – Consolidated



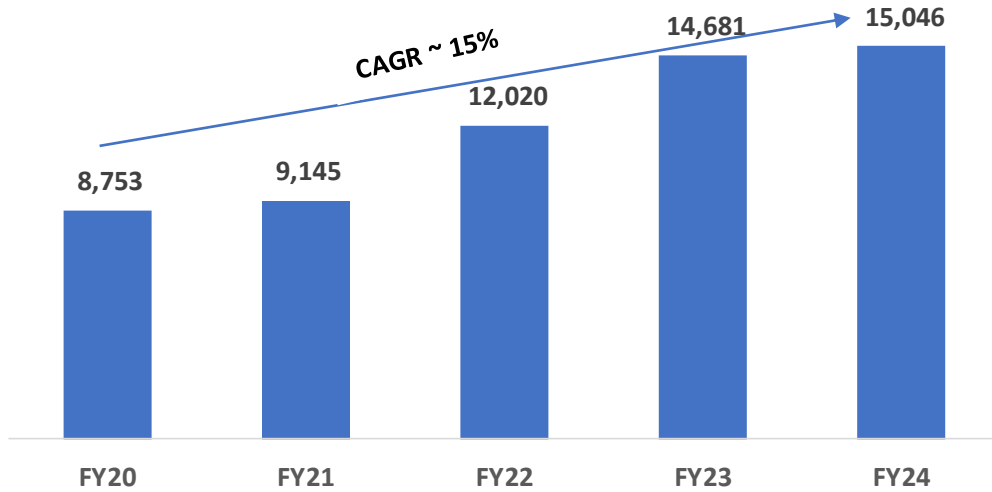
### Revenue Mix by Product Line – Consolidated



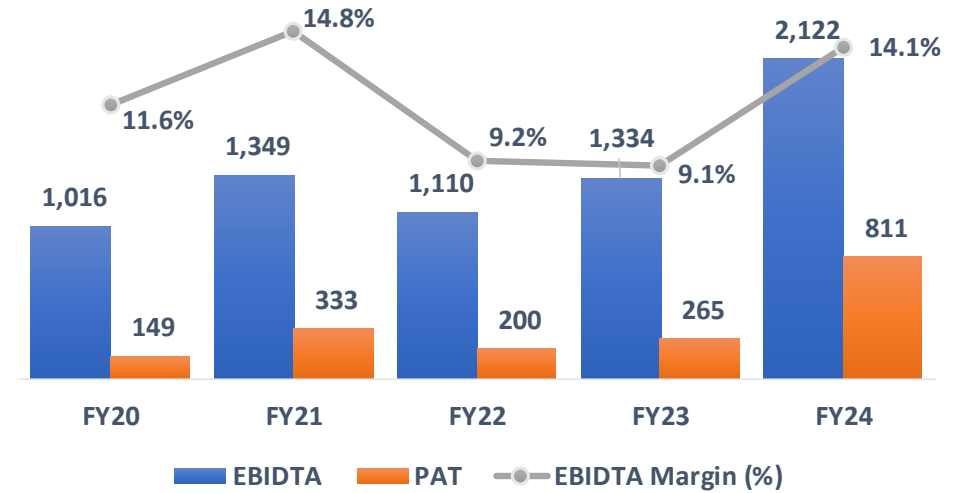
# Financial Performance Highlights – JK Tyre (Consolidated)



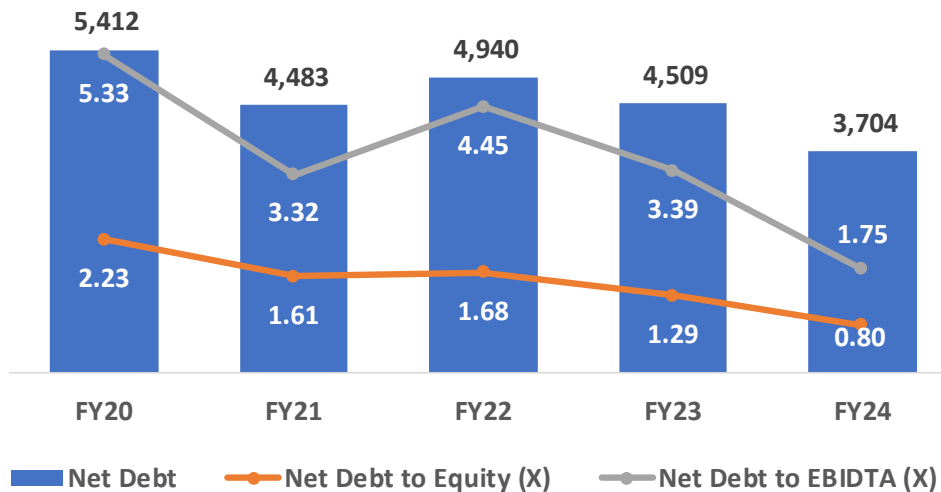
Revenues (in Rs. Crores)



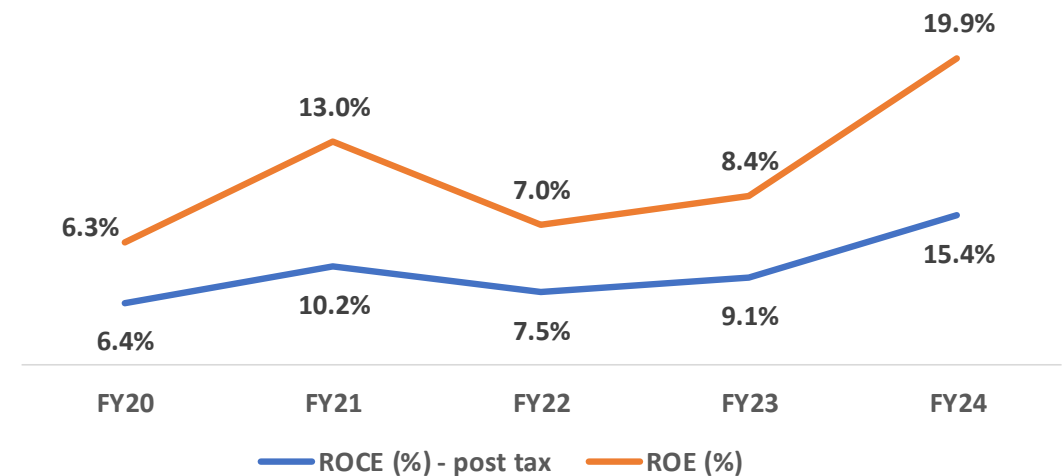
EBITDA & PAT (in Rs. Crores)



Net Debt (in Rs. Crores) and Leverage Ratios (X)



ROE and ROCE (%)





## Q4FY24 Financial Performance Highlights



Particulars	Consolidated (Rs. in crore)				Standalone (Rs. in crore)			
	Q4FY24	Q3FY24	Q4FY23	y-o-y change	Q4FY24	Q3FY24	Q4FY23	y-o-y change
<b>Turnover</b>	<b>3,714</b>	<b>3,700</b>	<b>3,645</b>	<b>2%</b>	<b>2,629</b>	<b>2,574</b>	<b>2,404</b>	<b>9%</b>
<b>EBITDA</b>	<b>497</b>	<b>563</b>	<b>389</b>	<b>28%</b>	<b>346</b>	<b>373</b>	<b>231</b>	<b>50%</b>
<i>Margin</i>	<i>13.4%</i>	<i>15.2%</i>	<i>10.7%</i>	<i>+271 bps</i>	<i>13.2%</i>	<i>14.5%</i>	<i>9.6%</i>	<i>+354 bps</i>
<b>PBDT (Cash Profit)</b>	<b>388</b>	<b>456</b>	<b>263</b>	<b>47%</b>	<b>287</b>	<b>317</b>	<b>158</b>	<b>81%</b>
<b>PBT</b>	<b>252</b>	<b>341</b>	<b>168</b>	<b>50%</b>	<b>204</b>	<b>250</b>	<b>98</b>	<b>108%</b>
<b>PAT</b>	<b>175</b>	<b>227</b>	<b>113</b>	<b>55%</b>	<b>146</b>	<b>164</b>	<b>67</b>	<b>117%</b>
<i>Margin</i>	<i>4.7%</i>	<i>6.1%</i>	<i>3.1%</i>	<i>162 bps</i>	<i>5.6%</i>	<i>6.4%</i>	<i>2.8%</i>	<i>+276 bps</i>
<b>Basic EPS (Rs)</b>	<b>6.18</b>	<b>8.47</b>	<b>4.37</b>	<b>41%</b>	<b>5.34</b>	<b>6.30</b>	<b>2.71</b>	<b>97%</b>

## FY24 Financial Performance Highlights



Particulars	Consolidated (Rs. Crore)			Standalone (Rs. Crore)		
	FY24	FY23	y-o-y change	FY24	FY23	y-o-y change
<b>Turnover</b>	<b>15,046</b>	<b>14,681</b>	<b>2%</b>	<b>10,349</b>	<b>9,649</b>	<b>7%</b>
<b>EBITDA</b>	<b>2,122</b>	<b>1,334</b>	<b>59%</b>	<b>1,397</b>	<b>806</b>	<b>73%</b>
<i>Margin</i>	<i>14.1%</i>	<i>9.1%</i>	<i>+501 bps</i>	<i>13.5%</i>	<i>8.4%</i>	<i>+514 bps</i>
<b>PBDT (Cash Profit)</b>	<b>1,675</b>	<b>880</b>	<b>90%</b>	<b>1,156</b>	<b>549</b>	<b>111%</b>
<b>PBT</b>	<b>1,211</b>	<b>411</b>	<b>194%</b>	<b>882</b>	<b>270</b>	<b>227%</b>
<b>PAT</b>	<b>811</b>	<b>265</b>	<b>207%</b>	<b>591</b>	<b>184</b>	<b>221%</b>
<i>Margin</i>	<i>5.4%</i>	<i>1.8%</i>	<i>+359 bps</i>	<i>5.7%</i>	<i>1.9%</i>	<i>+380 bps</i>
<b>Basic EPS (Rs)</b>	<b>29.84</b>	<b>10.64</b>	<b>180%</b>	<b>22.42</b>	<b>7.45</b>	<b>201%</b>

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



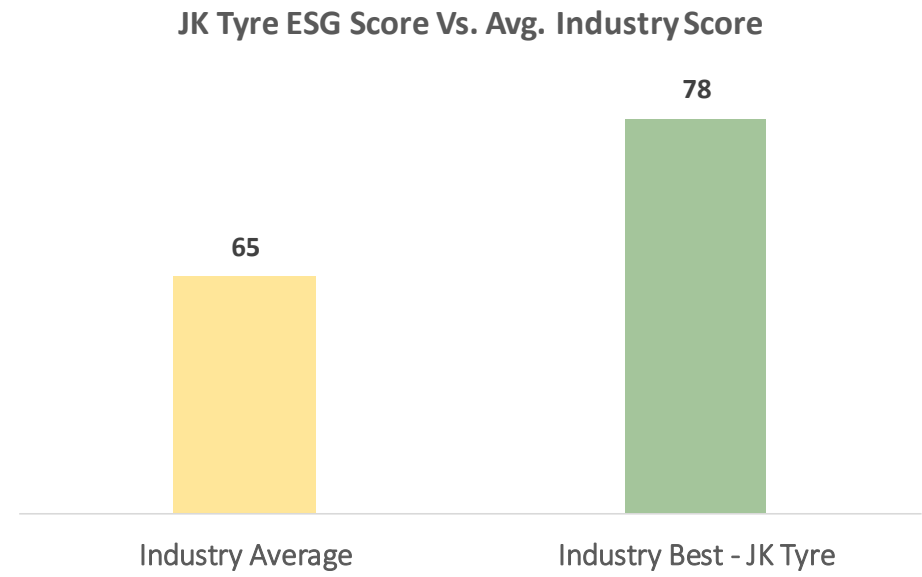
SUSTAINABLE DEVELOPMENT GOALS

A grid of 17 Sustainable Development Goals (SDGs) icons, each with a number, title, and icon. The goals are: 1. NO POVERTY (family icon), 2. ZERO HUNGER (bowl icon), 3. GOOD HEALTH AND WELL-BEING (heart icon), 4. QUALITY EDUCATION (book icon), 5. GENDER EQUALITY (gender symbol icon), 6. CLEAN WATER AND SANITATION (water tap icon), 7. AFFORDABLE AND CLEAN ENERGY (sun icon), 8. DECENT WORK AND ECONOMIC GROWTH (bar chart icon), 9. INDUSTRY, INNOVATION AND INFRASTRUCTURE (cubes icon), 10. REDUCED INEQUALITIES (scales icon), 11. SUSTAINABLE CITIES AND COMMUNITIES (city buildings icon), 12. RESPONSIBLE CONSUMPTION AND PRODUCTION (infinity symbol icon), 13. CLIMATE ACTION (globe icon), 14. LIFE BELOW WATER (fish icon), 15. LIFE ON LAND (tree icon), 16. PEACE, JUSTICE AND STRONG INSTITUTIONS (scales icon), 17. PARTNERSHIPS FOR THE GOALS (interlocking circles icon). A final box at the bottom right contains the "SUSTAINABLE DEVELOPMENT GOALS" logo.

\* 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

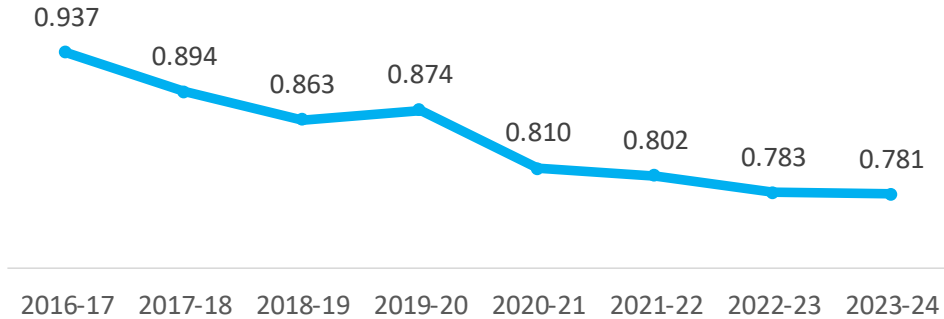
### Manufacturing Led

- GHG Emission – Reduction in Carbon footprints
- Energy Conservation – Global benchmark
- Material Conservation – Process waste reduction
- Raw water usage – Global benchmark
- Alternate Fuel – eCO2 sequestration & Green Coal (Biomass)
- Manpower Productivity – Improved MDPT
- Zero Waste to landfill
- Single Use Plastic free

### Energy Usage Led

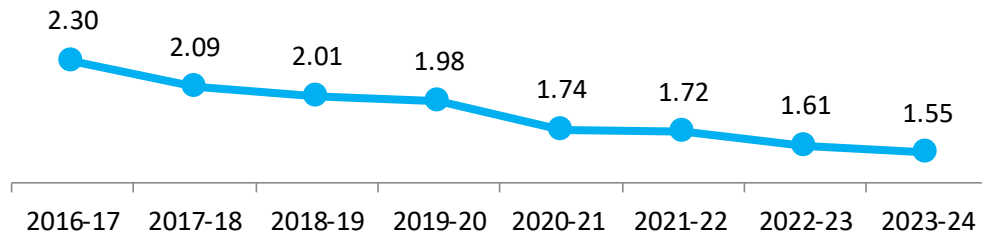
- ~40% energy consumption from renewable sources
- Greater use of green energy including investments in solar rooftop & wind energy.

## Specific Power Consumption – Kwh / Kg



Reducing Power Consumption trend every year

## Specific Steam Consumption (Kg / Kg)



Achieved the best consumption level in FY24

Source : Internal Estimates

## Recognitions to our efforts



“Among the India’s top 30 Most Sustainable companies, organized by Business World”

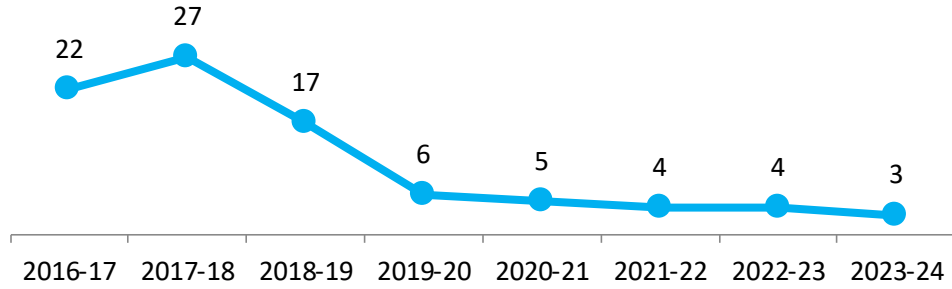


“ESG Champions of India 2024, award by Dun & Bradstreet in the Auto Parts sector”



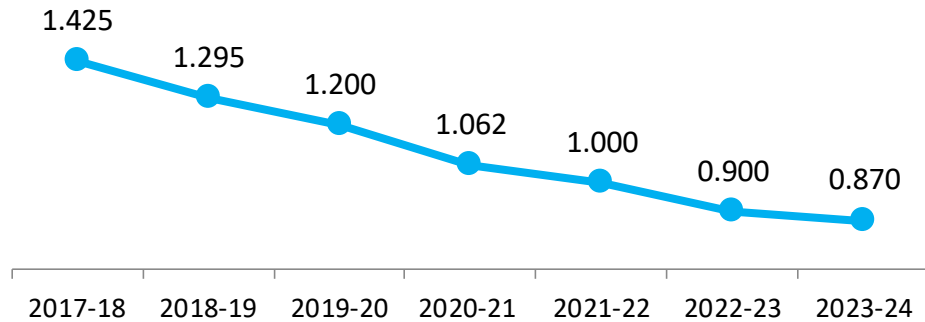
“ National Water Award for Excellence in Energy and Water Management by CII ”

## Safety – Reportable Incident (Nos.)



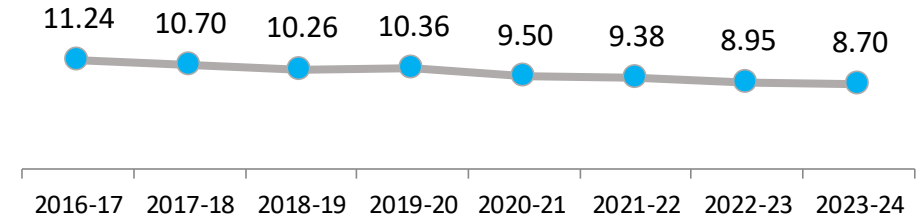
All Plants awarded with “Sword of Honour” by British Safety Council, UK and 3 locations awarded with “Globe of Honour”

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



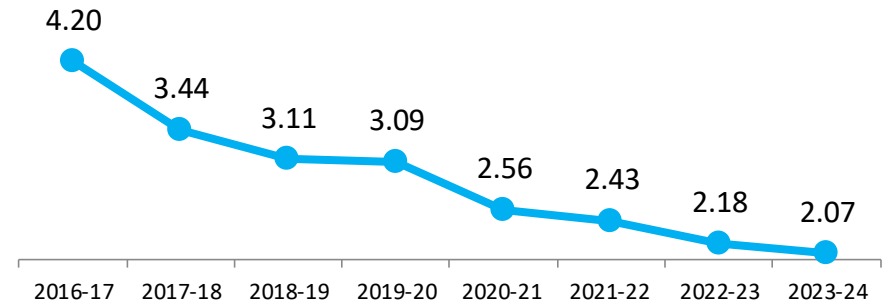
Reducing GHG Emission every year, amongst top 5 globally

## Energy Consumption (GJ / Tonne)



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

## Raw Water Consumption – KL / Tonne



Lowest Specific Raw Water Consumption Globally

Source : Internal Estimates





**JK TYRE & INDUSTRIES LTD.**

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**REGISTERED OFFICE AND WORKS**

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