



# Investor Presentation

September 2017



# 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.*



# Table of Contents

**1 JK Group: A Snapshot**

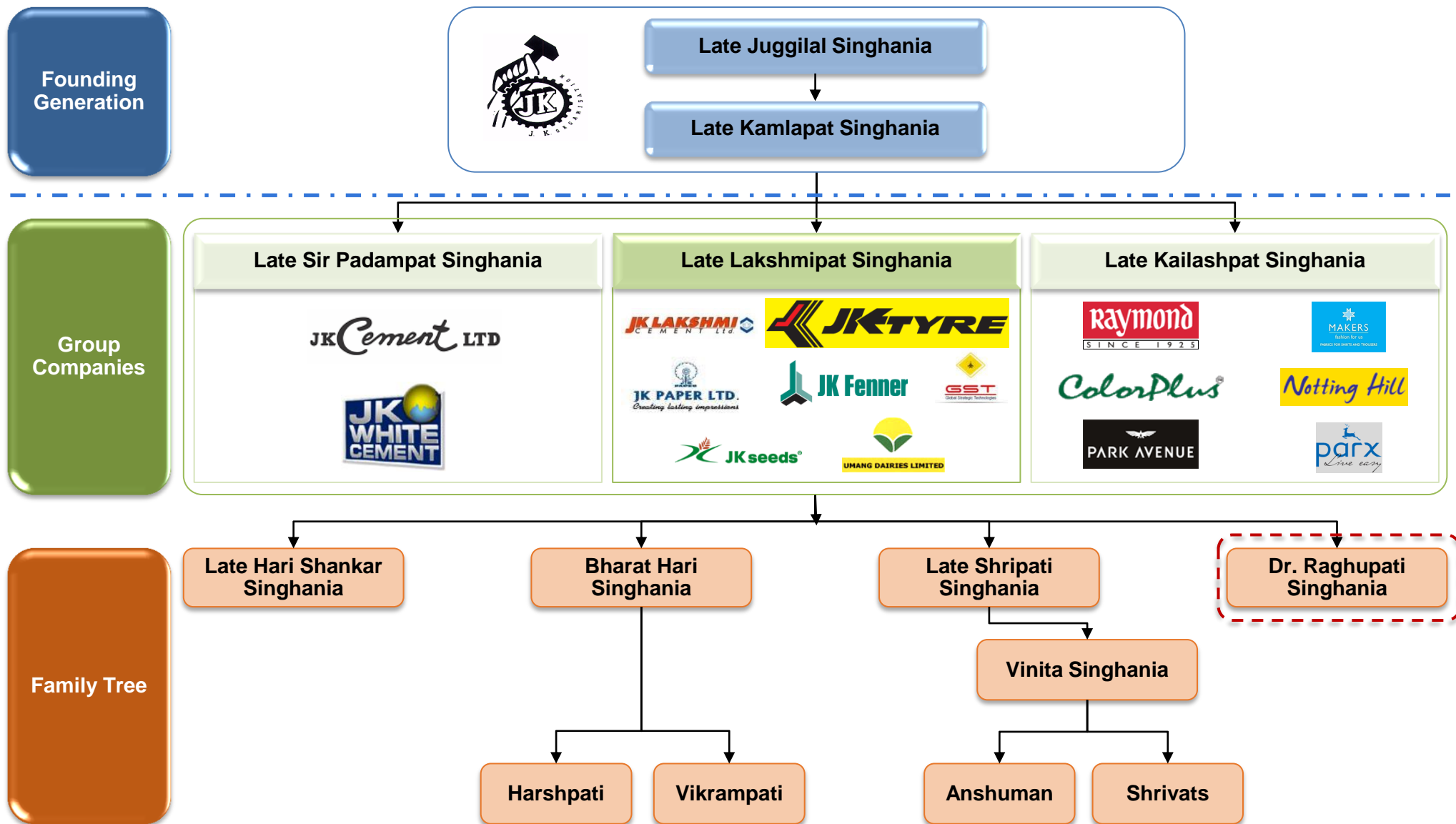
**2 Indian Tyre Industry Outlook**

**3 JK Tyre: An Overview**

**4 JK Tyre: Future Ready**



# JK Group – Organization Structure & Family Tree



Founded over a 100 years ago, JK Group is one of the most eminent and leading industrial groups in India




# JK Tyre & Industries: An Overview

## JK Group Overview



**Leading Cement manufacturer in Northern India**

Revenue <sup>1</sup> (\$m)	506
M Cap <sup>2</sup> (\$m)	783



**Pioneered Steel Belted Radial Tyres in India**

Revenue <sup>1</sup> (\$m)	1,280
M Cap <sup>2</sup> (\$m)	530



**Largest Manufacturer of Branded Copier Paper in India**

Revenue <sup>1</sup> (\$m)	460
M Cap <sup>2</sup> (\$m)	311




**Leading Hybrid Seed Company in India**

Revenue <sup>1</sup> (\$m)	30
M Cap <sup>2</sup> (\$m)	58



**Pioneered Mechanical Power Transmission products in India**

Revenue <sup>1</sup> (\$m)	120
----------------------------	-----



**Leading Dairy company in India**

Revenue <sup>1</sup> (\$m)	146
M Cap <sup>2</sup> (\$m)	24



**Hospital & Health**



**Defence Electronics**






**Education**

**Notes:**

- Gross Sales and Operating Income for FY ending March 2017. FX Rate of USDINR 65.
- As of 14<sup>th</sup> September 2017

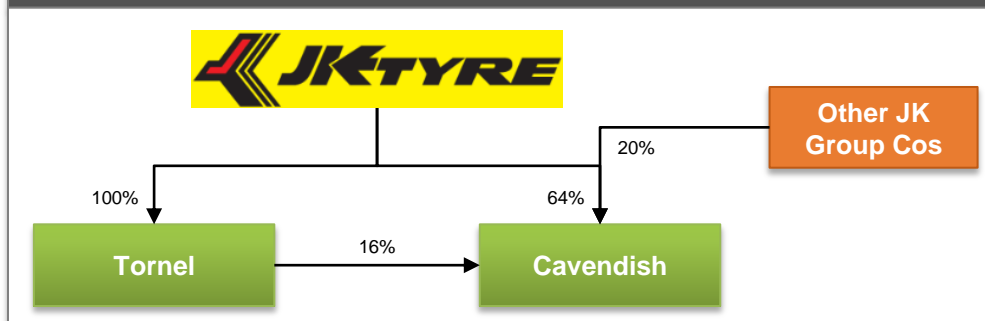
## JK Tyre: Business Overview

- Established tyre business in 1976, JK Tyres is the **No. 1 in Truck and Bus Radial (TBR) tyre manufacturer in India with highest market share<sup>1</sup>**
- Global Brands:**   
- Ranked as the 24<sup>th</sup> largest tyre manufacturing company globally**
- Annual capacity of **33mn Tyres with 12 manufacturing plants** globally
- Wide range of products with a presence in over 105 countries
- 1<sup>st</sup> Indian tyre company** to have **verified Carbon Footprint** as per IS-14064
- Among the **top 4 energy efficient tyre companies** in the world (10.3Gj/Ton)
- One of the world's lowest consumers of water** per ton of tyre manufactured (2.8 cu.m/Ton)
- Vast distribution and service network with over 4,000 dealers in India

**Notes:**

- Based on internal estimates of units sold.

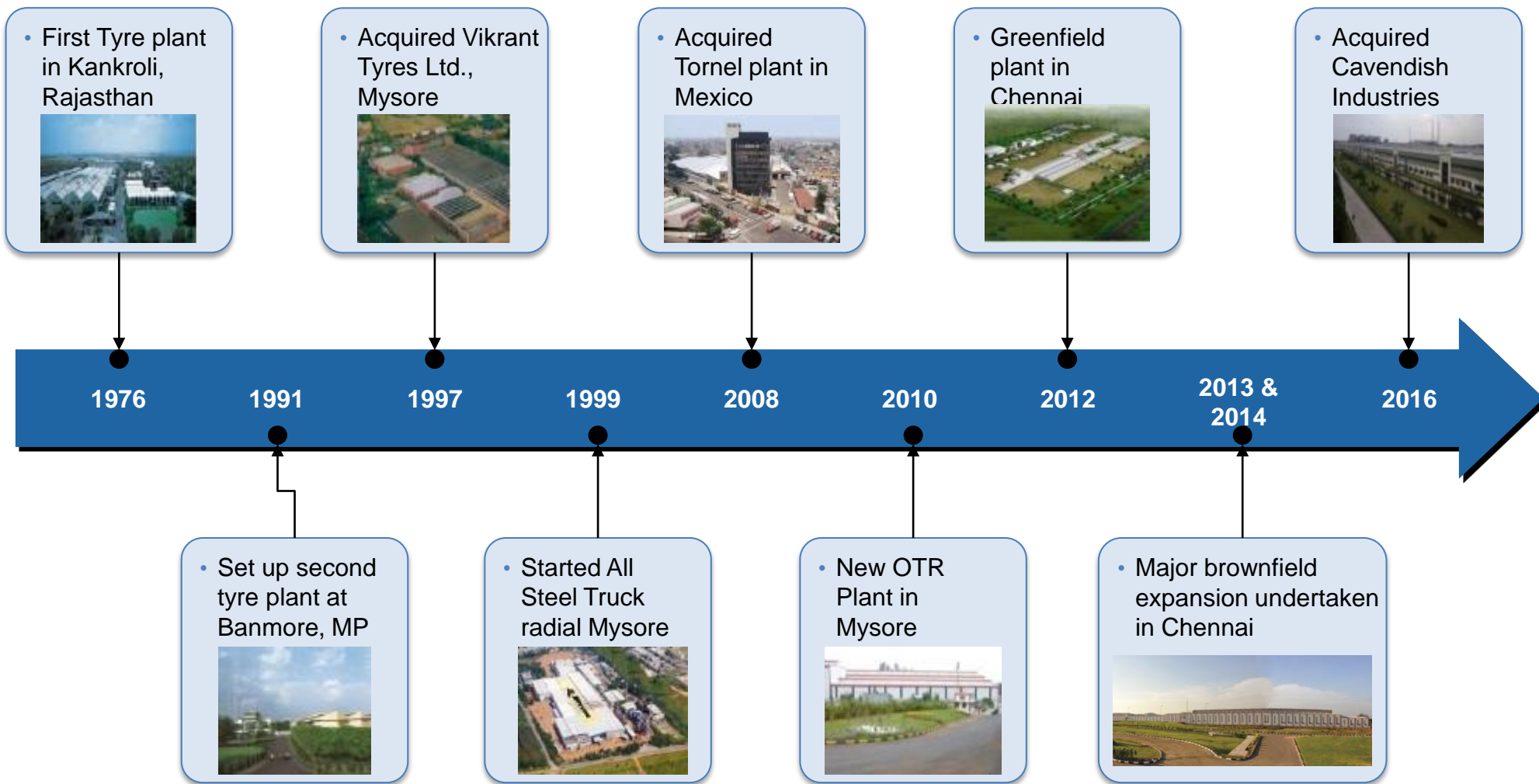
## Corporate Structure



Indian Powerhouse in the Tyre Industry Spreading its Wings Domestically and Internationally



# The Journey So Far: Key Milestones



JK Tyres has Maintained a Strong Track Record of Organic and Inorganic Growth over Time



# Table of Contents

1 JK Group: A Snapshot

2 Indian Tyre Industry Outlook

3 JK Tyre: An Overview

4 JK Tyre: Future Ready



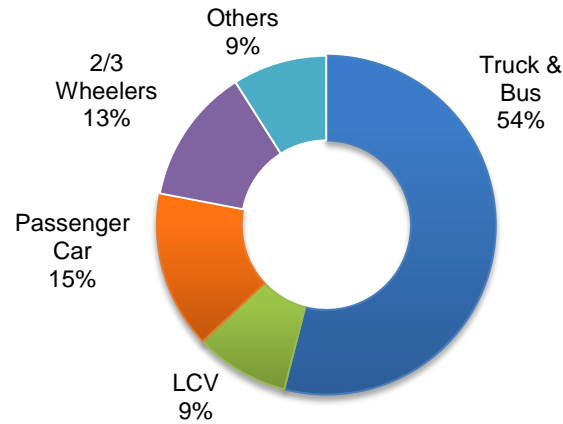
# Industry Overview

## Indian Tyre Industry Overview

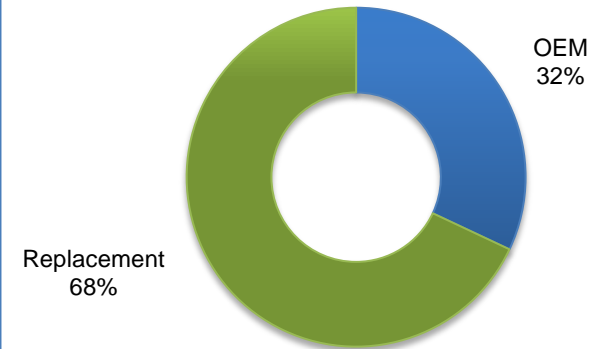
### Overview:

- Indian Tyre Industry generates over US\$ 8.0 bn in turnover
- Commercial Tyre segment (Truck/Bus & LCVs) accounts for ~2/3<sup>rd</sup> (by value) of total tyre market
- Indian exports – c. US\$ 1.7 bn to over 100 countries
- Radialisation key driver for growth:
  - Car Tyres: 98%
  - Truck Tyres: 47% (OEM: 74%)

### By Revenue Segment – FY17



### By End Market – FY17



Source: Industry Reports and SIAM.

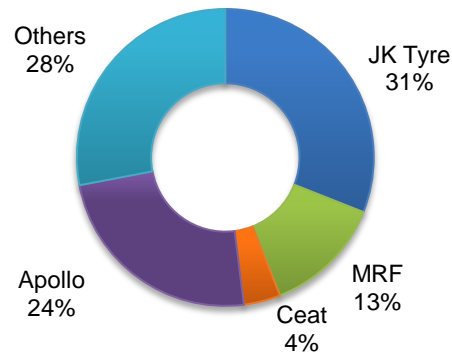
## Domestic Competitive Landscape

### Key Players:

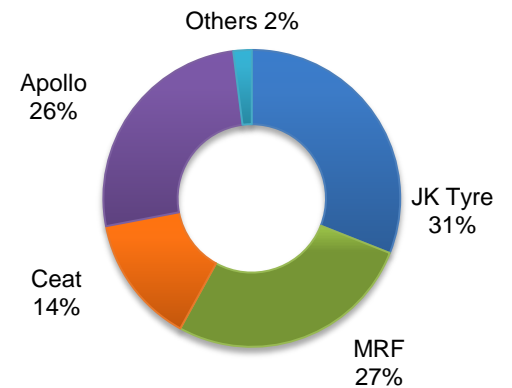
- Indian tyre market comprises of global majors and domestic brands
- Top 5 global tyre players already have a presence in the Indian market
- Top 3 to 4 domestic brands dominate the Indian tyre market



### Truck and Bus Radial (TBR) Market Share<sup>1</sup> – FY17



### Light Commercial Vehicle incl SUV (Bias + Radial) Market Share<sup>1</sup> – FY17



Note: Market share data as per internal estimates.  
1. Market share based on Units Sold (Sales Nos).



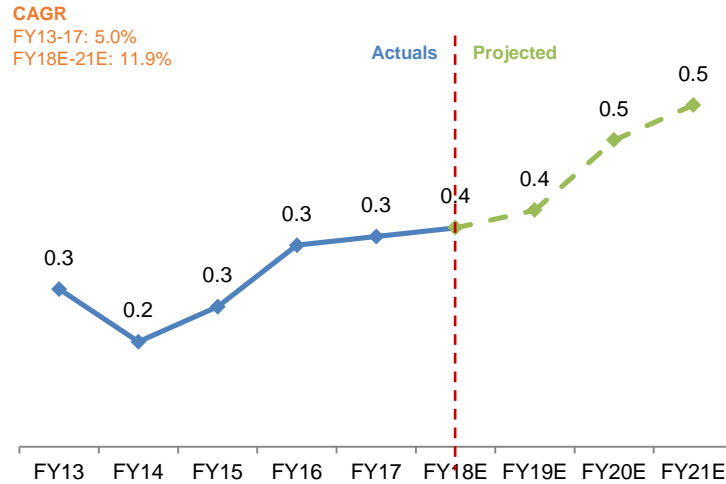


# Robust Domestic Demand Across Segments

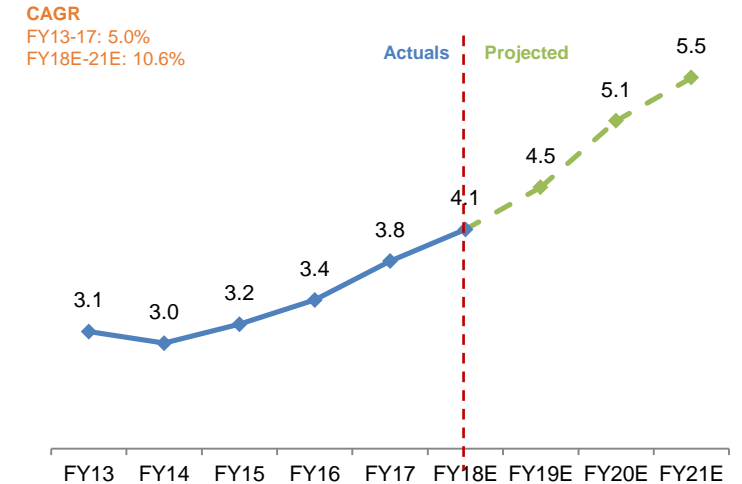
## Key Drivers & Trends

- India has grown and emerged over time as a 'Small Car' hub
- Growing vehicle base a leading factor
- Increasing number of International auto brands now manufactured in India
- Rising disposable income has increased the propensity to purchase personal vehicles
- Government thrust on agriculture and rural development to drive tractor sales
- Better monsoons expected in the current year as well – making it 2 years in a row
- Younger demographics a key factor propelling growth amongst the smaller segments
- Lower and stable fuel prices have increased affordability
- MUV sales increasing at a faster pace due to increasing rural income

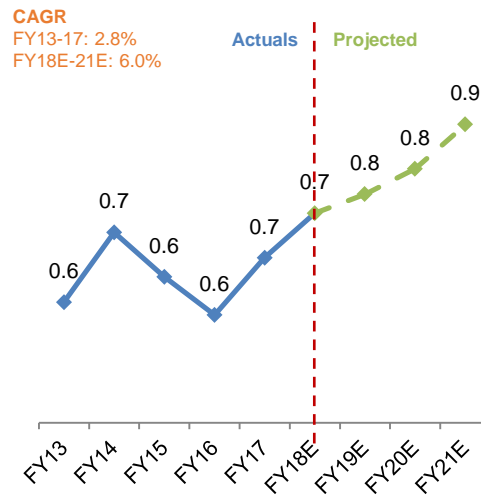
## Truck and Bus Sales<sup>1</sup> (Mn)



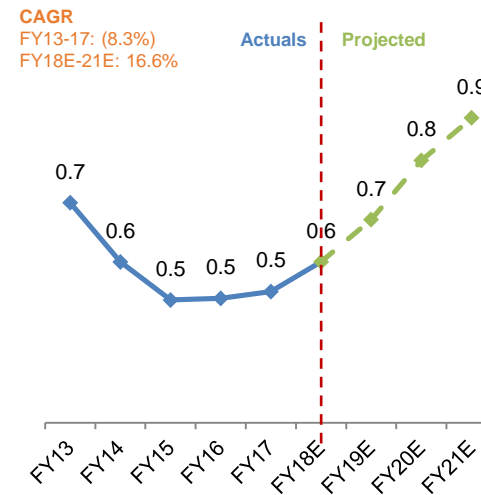
## PV Sales<sup>1</sup> (Mn)



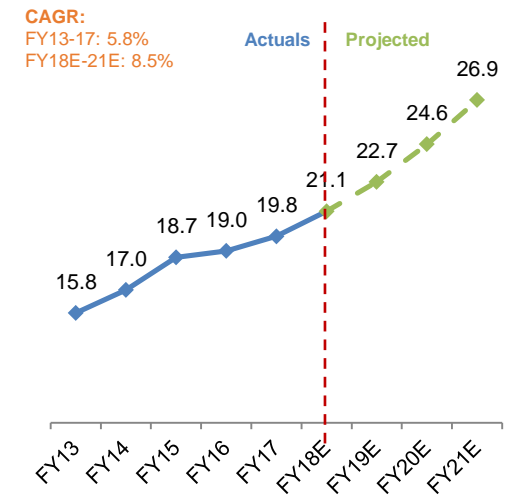
## Tractor Sales (Mn)



## Light Commercial Vehicles<sup>1</sup> (Mn)



## 2 & 3 Wheeler Sales (Mn)



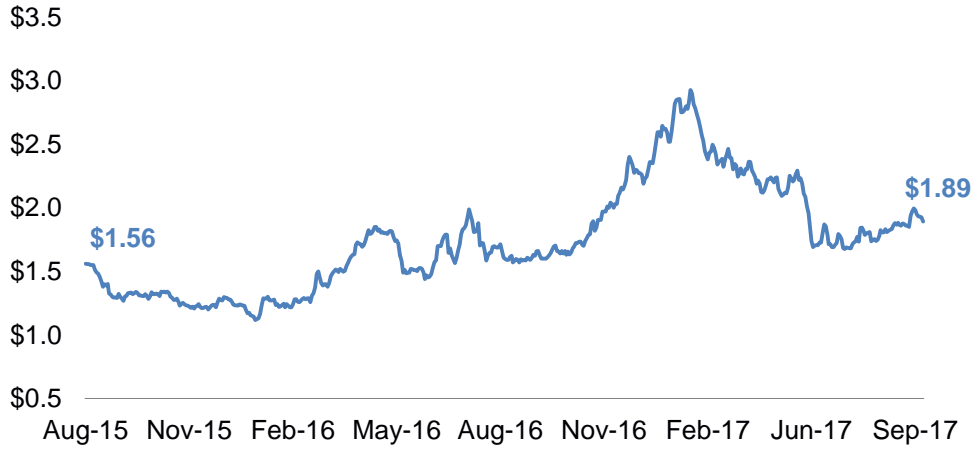
Source SIAM.

1. Light Commercial Vehicles (LCV) data also includes Small Commercial Vehicles, a sub-segment of LCV.

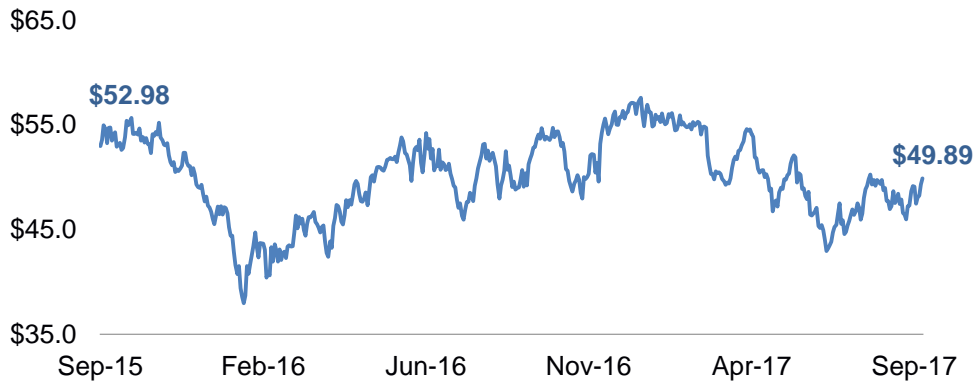


# Raw Material Price Trend

Natural Rubber – Price Movement (Last two years)

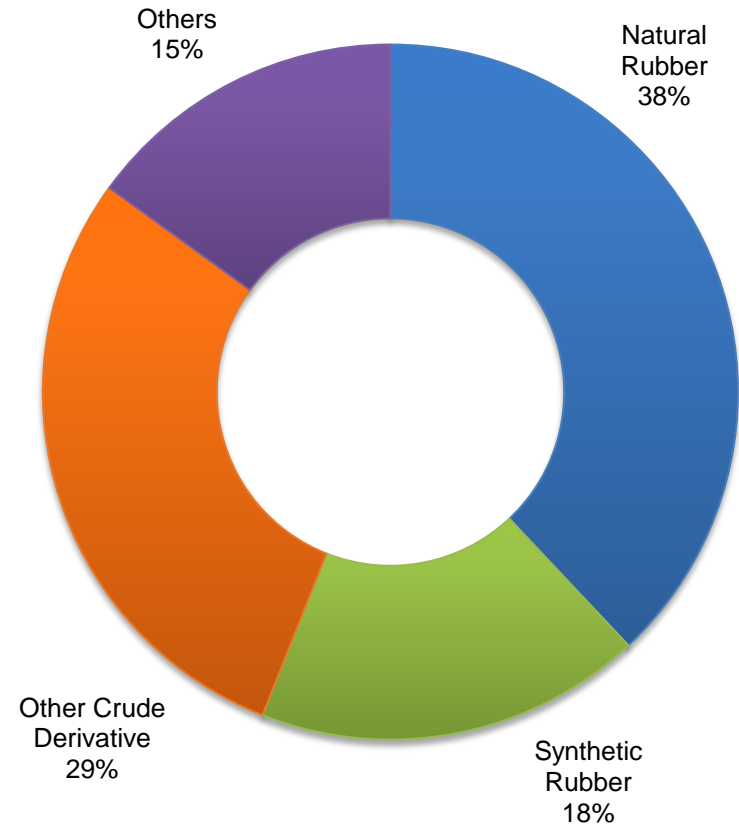


Brent Crude Oil – Price Movement (Last two years)  
(US\$ / Bbl)



Source Bloomberg, Company

RM Consumption by Value (FY17)



# Truck and Bus Radialisation is Gaining Momentum

## Key Drivers & Trends

Cost - Benefit Ratio

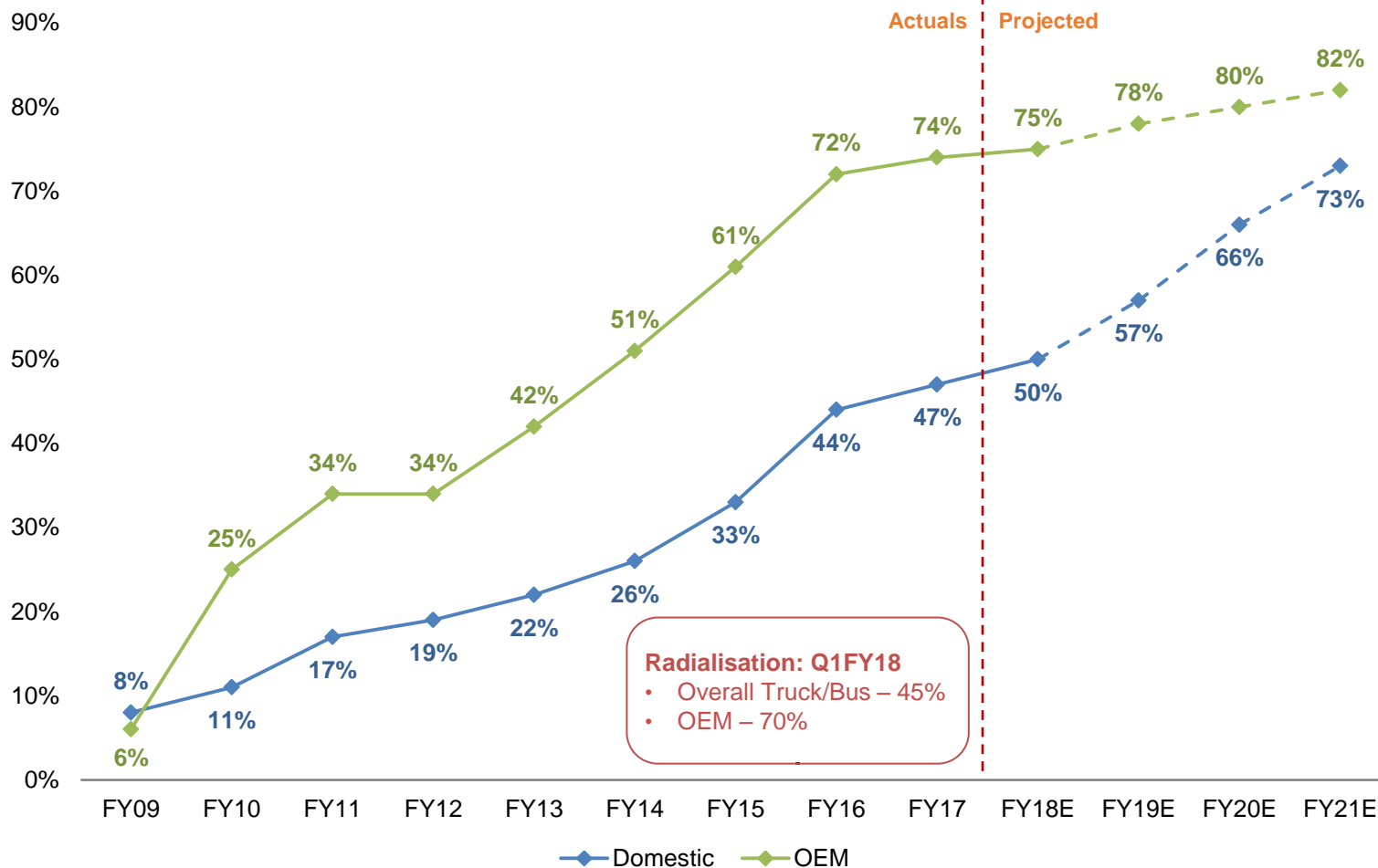
Road Development

Overload Control

User Education

Re-treading Infrastructure

## Radialisation (%)



Radialisation Expected to Drive Future Indian Tyre Industry Growth

Source: SIAM and Industry Reports. Financial year ended March 31.



# Table of Contents

1 JK Group: A Snapshot

2 Indian Tyre Industry Outlook

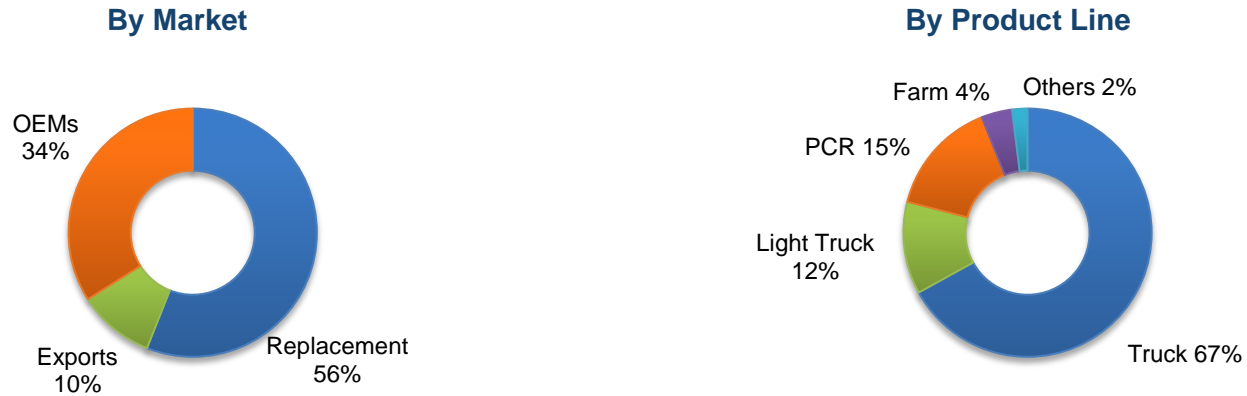
3 JK Tyre: An Overview

4 JK Tyre: Future Ready

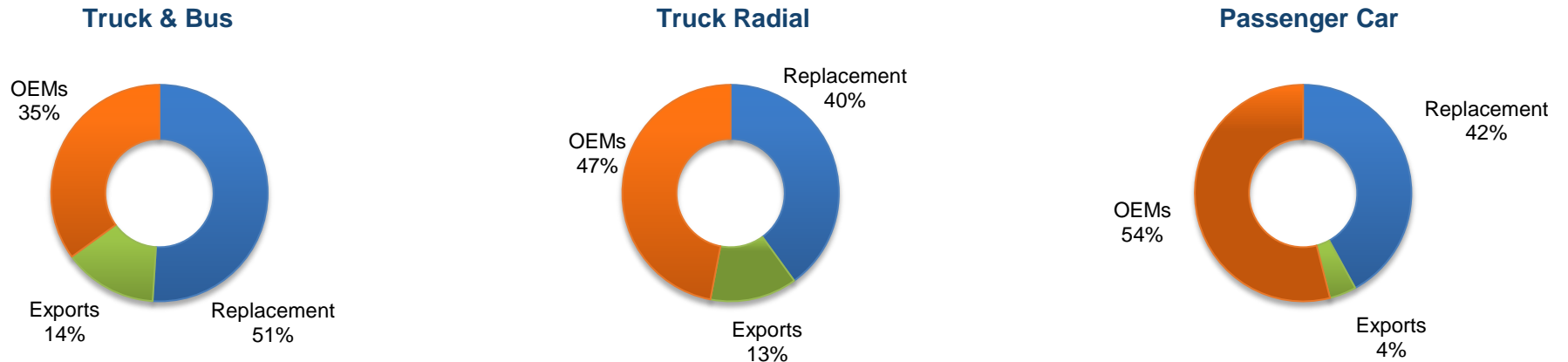


# Leading Indian Tyre Manufacturer: Presence Across Product Segments

## By Revenue Segmentation<sup>1</sup> – FY 17



## By Customer Mix<sup>2</sup> – FY 17



Gradual Shift Towards Profitable Segments and Radial Tyres

**Notes:**

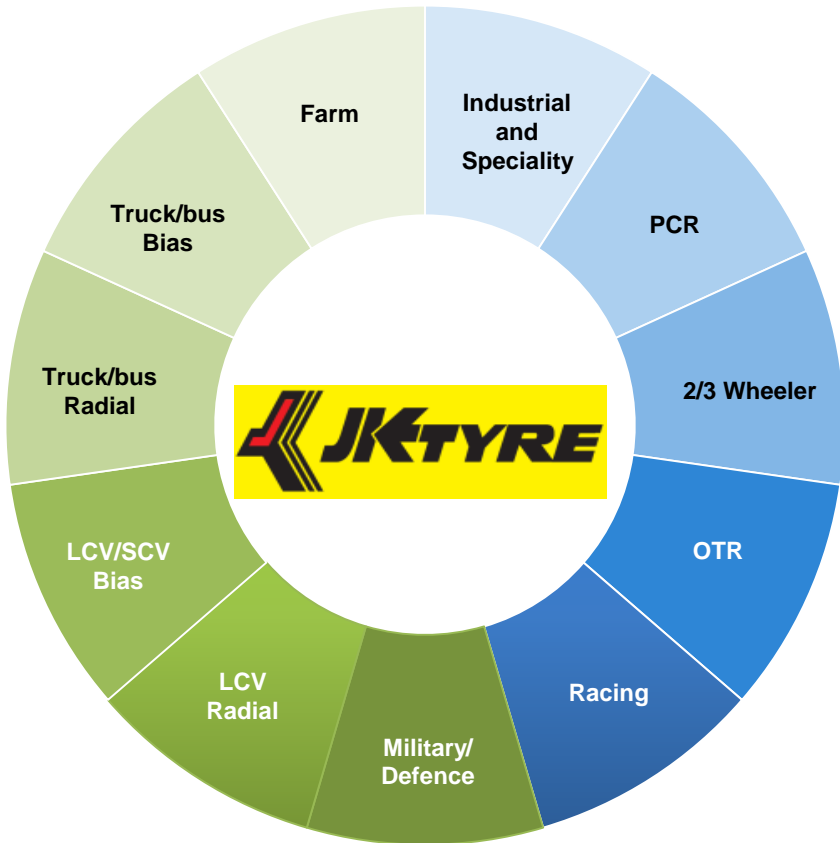
1. Based on total value.
2. Based on total units (nos).



# Product Portfolio: Moving in Sync with Radialisation

## Truck Radial & Passenger Radial Pose Healthy Growth

### Wide Product Range

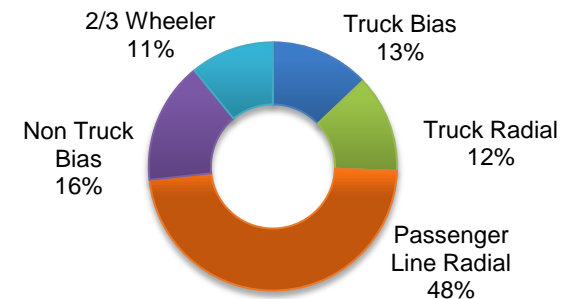


### No. of Tyres Sold (Consolidated)

Particulars (Mn)	FY17	FY16	FY15
Truck Bias	2.24	1.77	2.08
Truck Radial	2.21	1.82	1.53
Passenger line Radial	8.30	8.07	7.75
Non Truck Bias <sup>1</sup>	2.75	2.32	2.41
2/3 Wheeler	1.90	-	-
<b>Total</b>	<b>17.40</b>	<b>13.98</b>	<b>13.77</b>

1. Includes LCV, Car, Farm -Bias & OTR  
Note: FY ending March 31

### FY17 Sales (Nos)



## Complete Product Basket Catering to a Diverse Set of Customer Requirements

# Product Portfolio: Innovative Offerings

## Innovation at its Best : Smart Way Tyres



Complies with stringent fuel efficiency requirements by US Government



JUH

### Qualified Sizes

- ✓ 11R22.5
- ✓ 11R24.5



JUL2+

### Qualified Sizes

- ✓ 285/75R22.5
- ✓ 285/75R24.5



JUX

### Qualified Sizes

- ✓ 11R22.5

### Notes:

1. Based on internal estimates.

## Innovative Products, New Materials for Greener Products & Processes



Polymers: Reduce rolling resistance to improve fuel efficiency



Fillers: Development of new grades for better durability and fuel efficiency



New generation tyre reinforcing cord development for improved tyre handling, retreadability and rolling resistance



Special clay development, natural fillers and specialty resins to improve durability and traction



Non fossil fuel based processing aids for improved tyre performance



Steel Belted Rear Tractor Tyres – 1<sup>st</sup> in India<sup>1</sup>  
(Puncture Proof)



Truck Racing Radial Tyres – 1<sup>st</sup> in India<sup>1</sup>



Largest OTR Tyre in India – 1<sup>st</sup> in India<sup>1</sup>



Collapsible Spare Development – 1<sup>st</sup> in India<sup>1</sup>



Introduced High Value Engineered Products with best-in-class performance in TBB & TBR (Challenger Series)

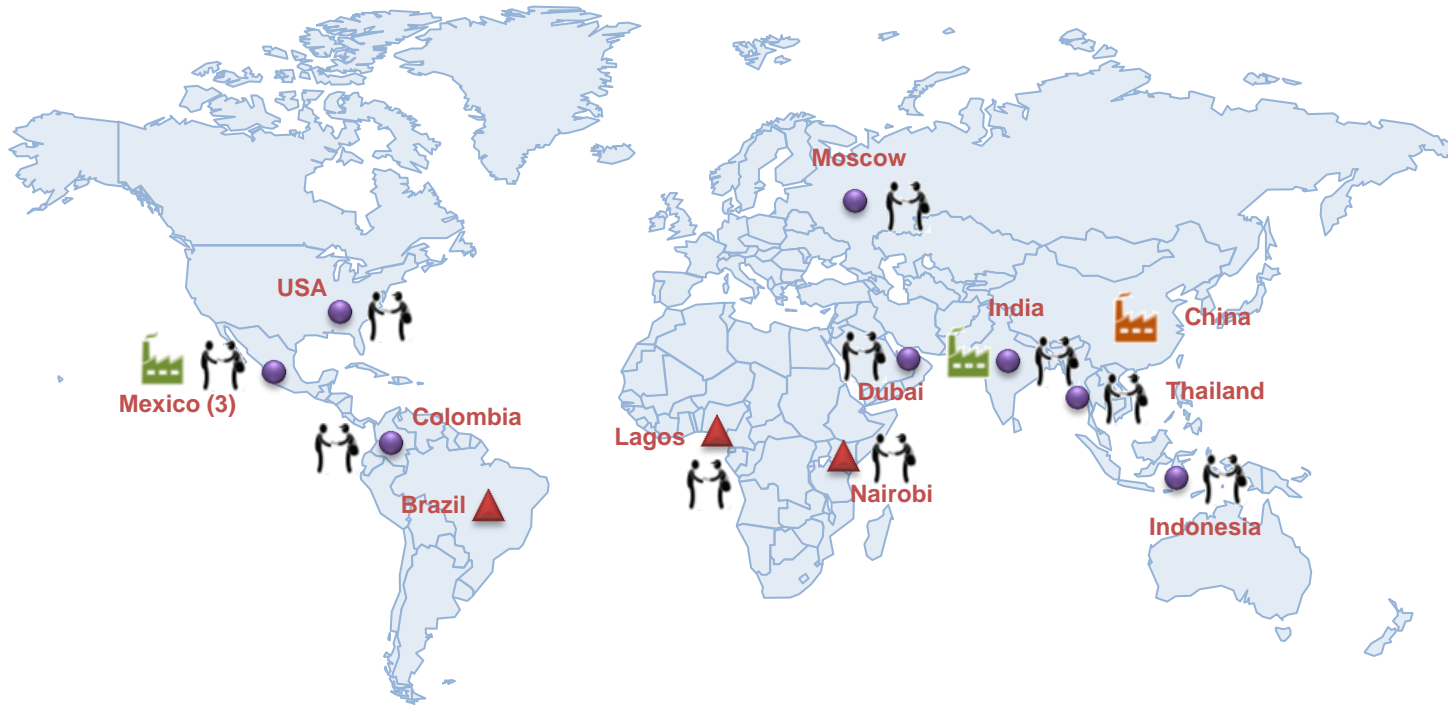


Lowest RRC Green Tyres to Indian OEMs



# Global Manufacturing Footprint

## Global Manufacturing and Distribution



### Manufacturing

#### India – 9 Plants

- Kankroli, Rajasthan – 1
- Banmore, Madhya Pradesh – 1
- Mysore, Karnataka – 3
- Chennai, Tamil Nadu – 1
- Laksar, Haridwar – 3

#### Mexico – 3 Plants

- Azcapotzalco – 1
- Tultitlan – 1
- Hidalgo – 1

Own Plants (12) Outsourcing (1)

Marketing Hubs

Existing – 8 Planned – 3

Manufacturing Capacity (mn units)					
Category	JK Tyres	Cavendish	Total India	Tornel (Mexico)	Total (India + Mexico)
Truck Bias	1.8	0.7	2.5	0.3	2.8
Truck Radial	2.3	1.2	3.5	-	3.5
Passenger Line Radial	9.9	-	9.9	5.2	15.1
2 / 3 Wheeler	-	6.3	6.3	-	6.3
Others	2.2	0.7	2.9	2.5	5.4
<b>Total</b>	<b>16.2</b>	<b>8.8</b>	<b>25.0</b>	<b>8.0</b>	<b>33.0</b>
Tons Per Day (TPD)	1,054	470	1,524	300	1,824

Proven History of Manufacturing Expertise and Innovation



# R&D and Technology : All Solutions Under One Roof

## State of the Art R&D Facility

### Technology Leading R&D Centre:

- Advanced facilities of design and technology housed under one roof spread across **10,000 sq mts of built-in area**
- **'HASTERI (Hari Shankar Singhania Elastomer & Tyre Research Institute)'**: A one of its kind State of the Art R&D center, promoted by JK Tyres, recognized by Government of India, engaged in basic and applied research on elastomers and tyres
- **Tech Centre:** Product Design, Project Management, Benchmarking and Key Account Management
- **Central Test Centre:** Enhanced with new high end test capabilities tyre and vehicle mechanics
- **Total Investment:** c. INR 1,500 mn
- Employs 150 qualified scientists (PHD / M.Tech / B.Tech)



















- **“Raghupati Singhania Centre of Excellence for Tyre and Vehicle Mechanics”:**
  - A Joint Venture R&D Center at IIT Madras, Chennai
  - One of the India’s leading Academia – Industry partnership for Advanced Research
- R&D Expenditure Around 1% of Turnover per annum
- First Tyre Company in India to install Anechoic chamber for noise measurement

First Tyre Company in India to Install Anechoic Chamber for Noise Measurement

# Brand Positioning: Presence Across the Pricing Spectrum

Portfolio of Five Marquee Brands, Catering to Multiple Segments

Type / Segment	India			International	
	Tier 1 Premium	Tier 2 Standard	Tier 3 Economy	Tier 1 Premium	Tier 2 Economy
Truck Bus Radial (TBR)					
Truck Bus Bias (TBB)					 
Passenger Car Radial (PCR)					
2 / 3 Wheelers					
					

Marquee Brands Providing Higher Visibility Domestically as well as Internationally



# Multiple Brand Strategy: Truck Radial

Tier 3

Key Brand

**CHALLENGER**

- Normal load and mileage tyre with no re-treadability
- No after sales, purely a cash and carry sales model
- Size: c. 30% industry
- **Key Peers**

Chinese Tyres



Tier 2

Key Brands



- Tyres with normal load carrying, good initial mileage, single re-treadability
- Restricted after sales support
- Size: c. 15% of the industry
- **Key Peers<sup>1</sup>**



Tier 1

Key Brands



- Products with high load carrying capacity, high initial mileage, and high re-treadability
- Comprehensive after sales support and credit sale
- Size: c. 55% of the industry
- **Key Peers**



**Notes:**

1. Michelin and Bridgestone sell only its Budget Tyres in the Tier 2 segment.



# Multi Brand Strategy – Truck Bias



## Tier 1 Segment

- ✓ Products with Heavy & Super Heavy load carrying premium mileage & good retreadability
- ✓ Comprehensive aftersales support and credit sale
- ✓ ~75% industry

## Tier 2 Segment

- ✓ Tyres with Normal load & mileage. almost negligible retreadability
- ✓ Restricted after sales support
- ✓ ~25% industry

Differentiated Product/ Brand to target distinct end consumers as per their requirements



# Brand Building & Marketing Activities

## Domestic Branding Campaigns

- High brand visibility through campaigns across business segments as seen below

### Farm Segment

खेती हो या दुलाई का काम,  
SONA-1 की एक्सपर्ट तकनीक कमाए नाम.

AGRI GOLD TRACTOR REAR (Radial)

Model	Size	Load Capacity (kg)	Speed (km/h)	Life (hrs)
AGRI GOLD	48.0-20	2000	20	2000
AGRI GOLD	54.0-22	2500	22	2500
AGRI GOLD	60.0-24	3000	24	3000
AGRI GOLD	66.0-26	3500	26	3500

खेती हो या दुलाई का काम,  
SONA-1 की एक्सपर्ट तकनीक कमाए नाम.

### 2/3 Wheeler Segment

WE ARE PROUD TO ANNOUNCE THE LAUNCH CAMPAIGN FOR OUR TWO-WHEELER TYRES BLAZE.

AS AN EXTRA BONUS GIFT JK IS OK

BLAZE TWO WHEELER TYRES

100% RUNOUT TESTED TWO WHEELER TYRES THAT GIVE YOU TOTAL CONTROL.

RACETRACK TESTED AND 100% RUNOUT TESTED WITH ADVISOR TECHNOLOGY.

### PCR

INTRODUCING THE UX ROYALE DESIGNED FOR 240 KMPH

RANGER ALL TERRAIN

RANGER HIGHWAY TERRAIN

THE FARTHER YOU GO, THE CLOSER YOU COME.

## International Branding Campaigns

- Synchronized marketing and brand building exercises in line with market requirements across geographies

### Americas



### Middle East



### South East Asia



### Australia & Africa



# Strong OEM Relationships: Industry Leading Partners

**Car**

MARUTI SUZUKI  
GM  
HYUNDAI TATA  
Mahindra HONDA  
FORCE

**India/Mexico**

RENAULT FIAT  
NISSAN VOLKSWAGEN

**JK Tornel, Mexico**

CHRYSLER

**Truck**

TATA SWARAJ MAZDA  
ASHOK LEYLAND  
BHARAT BENZ  
AMW VOLVO  
Mahindra Truck and Bus  
FORCE MAN

SCANIA VOLVO EICHER

**JK Tornel, Mexico – LTR**

NISSAN

**Tractor**

Mahindra  
TAFE  
ESCORTS  
CAPTAIN

**India/Mexico**

JOHN DEERE

**JK Tornel Mexico**

CNH  
Case New Holland

**OTR**

BHEL CAT  
ACE L&T Construction  
TIL Tractors India  
Ginnco ESCORTS CONSTRUCTION EQUIPMENT  
TATA HITACHI LIUGONG  
LeeBoy JCB  
SCANIA

# Extensive Distribution Network

Pan-India distribution network of 4,000 dealers & 200 distributors globally

## Domestic



- 33 JK Tyre Truck Wheels
- Fully equipped Tyre service centre for enhancing customer experience by offering Total Tyre Solution



- 262 JK Tyre Steel Wheels
- Exclusive Passenger Car Tyre Retailing



- 21 Xpress Wheels for Small Towns & Semi Urban Markets



- Over 1,000 Fleet Management
- Direct Partnership with Fleet Owners



- Products sold through over 700 fuel retail outlets of IOCL & HP across the country

## International

### Replacement channel

250 dealers (including 100 exclusive dealers)

200 Distributors

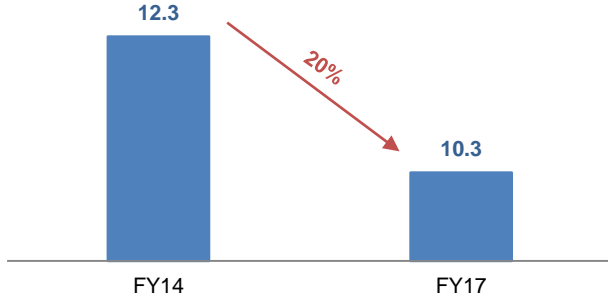
### Mass Merchandise



# Sustainability Initiatives

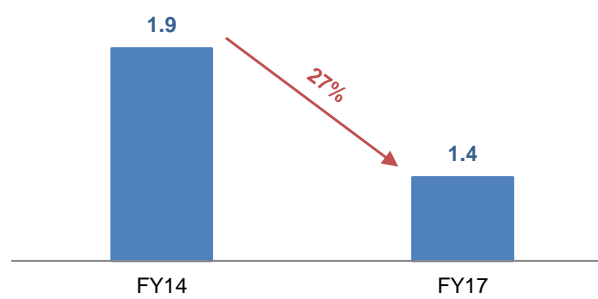
## Progressing Towards an Environmentally Friendly Ecosystem

### Energy Consumption (GJ/Ton)



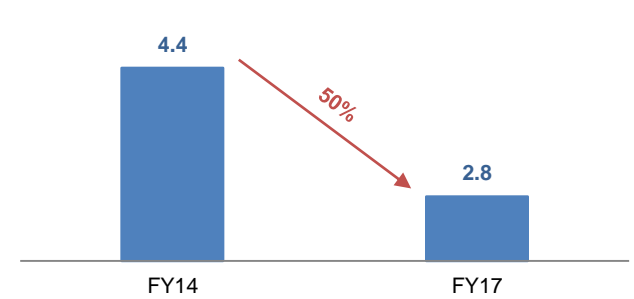
Energy Consumption (GJ/Ton) – 20% Reduction in last 4 years

### GHG Emission (Eq. Co2Ton/Ton)



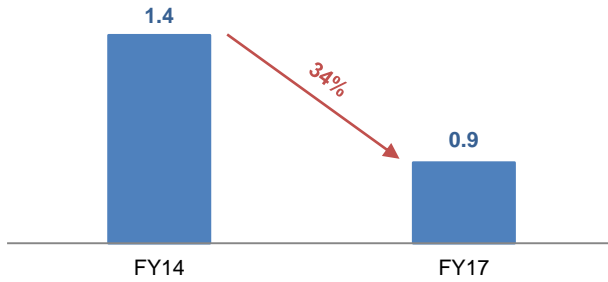
Carbon Foot Print (GHG emission) – 27% Reduction over 3 years

### Water Consumption (KI/Ton)



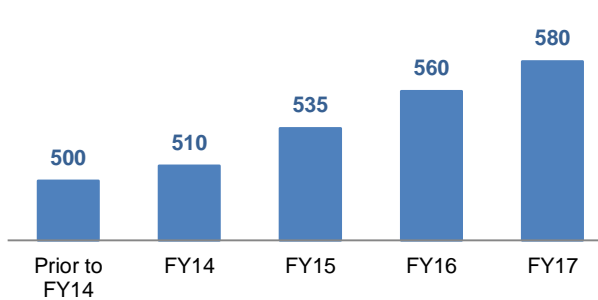
Water Consumption (KI/ton) – 50% reduction last 4 years – an Industry bench mark

### Process Waste (% by value)



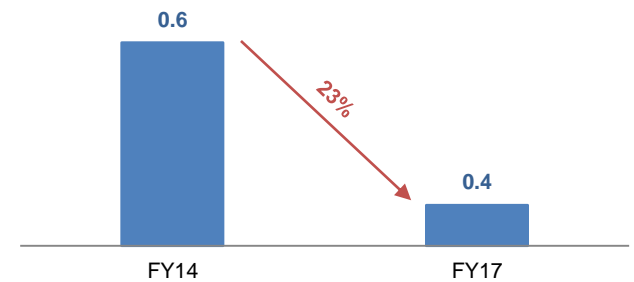
Process Waste % by value – Over 34% reduction in three years

### Cumulative Tree Plantation ('000 Nos.)



Cumulative no of trees planted across locations – 5,80,000

### Coal Consumption (Ton/Ton)



Coal Consumption MTs – 23% Reduction in last 3 years

21% of Energy Requirement being met through Renewable Sources in FY17





# CSR Initiatives: Inclusive Growth Approach



## Livelihood Enhancement

Skill building trainings, Self Help Groups, agricultural improvement & livestock development



## Education

Adult literacy programs in remote villages (over 45,000 beneficiaries) & Mysuru prison (over 4,500), Adoption of ITI's (500 per annum) and schools, road safety awareness; Lakshimpat Singhania school in Jaykaygram (1,600 Students)



## Healthcare & Sanitation

HIV/ AIDS prevention program, Reproductive and child health care program "Parivartan", Health camps & eye camps, toilets construction under Swachh Bharat Mission & Pushphawati Singhania Research Institute

## Water Conservation & Environment

Construction/de-silting of water tanks (20 tanks desilted benefiting more than 5,000 farmers) & farm ponds (25 ponds excavated), field bunding (over 500 acres completed) and plantation



# Financial Overview: Consolidated

Particulars	USD Mn <sup>(1)</sup>			
	FY 17	FY16	FY 15	FY14
<b>Profit &amp; Loss</b>				
Net Revenue	1,193	1,065	1,139	1,180
EBIDTA	184	176	146	137
EBITDA Margin	15%	16%	13%	12%
PAT	59	72	51	40
ROE	18.1%	26.7%	24.2%	24.0%
<b>Balance Sheet</b>				
Share Capital	7.0	7.0	7.0	6.3
Net Worth	325	269	209	169
Gross Debt	870	446	455	416
Cash in hand	45.4	21.5	29.3	36.3
Net Debt	825	425	426	380
Debt/ Equity	2.7	1.7	2.2	2.5
<b>Market Statistics</b>				
MCAP	460	294	368	113
Enterprise Value (EV)	1,285	718	794	493

Notes:

1. FX Rate of USDINR 65.

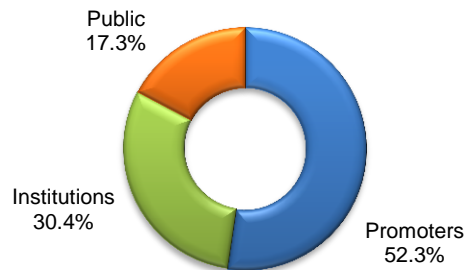


# Share Price Performance & Shareholding

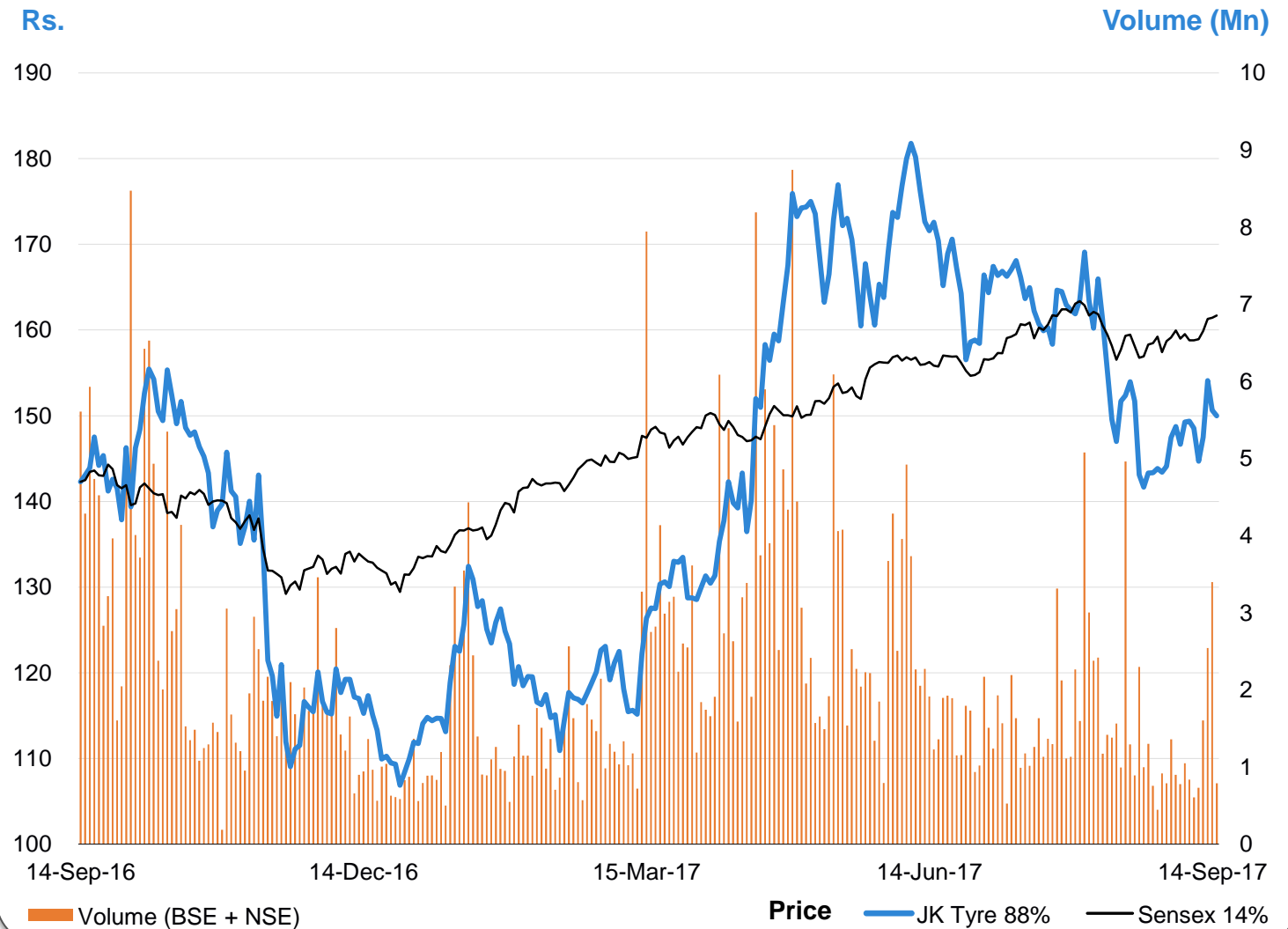
## Trading Statistics

- Current Price : Rs. 150
- Volume : 0.79 Mn (BSE + NSE)
- M. Cap : Rs. 34,022 Mn
- 52 W High : Rs. 186.55
- 52 W Low : Rs. 106.00
- Average Daily Volumes
  - 12M : 2.19 Mn
  - 6M : 2.40 Mn
  - 3M : 1.58 Mn
  - 1M : 1.38 Mn
- Current P/E: 10.25x
- Industry P/E: 17.8x
- Sensex P/E: 27.3x
- Current EV/EBITDA: 9.0x

## Shareholding Pattern – 30th June, 2017



## Share Price Performance – LTM



# Table of Contents

**1** JK Group: A Snapshot

**2** Indian Tyre Industry Outlook

**3** JK Tyre: An Overview

**4** JK Tyre: Future Ready



# Key Management Team



**Dr. Raghupati Singhania**  
*Chairman &  
Managing Director*



**Arun K. Bajoria**  
*Director & President –  
International Operations*



**Anshuman Singhania**  
*Vice President (Operations)  
& Director*



**A. K. Kinra**  
*Finance Director*



**V. K. Misra**  
*Technical Director*



**Kumar Joshi**  
*Executive Director –  
JK TORNEL*



**Dr. R. Mukhopadhyay**  
*Director (R&D)*



**A. K. Makkar**  
*Manufacturing Director*



**Sanjiv Saxena**  
*VP–Corporate Accounts*



**H. K. Chopra**  
*Advisor – International  
Sourcing & Sales*



**Vikram Malhotra**  
*Marketing Director*



**K. H. Prasad**  
*VP(Works) –  
CAVENDISH*

# Growth Strategy Going Forward



# Acquisition History: Tormel & Cavendish



## Acquisition Overview

- Acquired in 2008, well established tyre company in Mexico
- **3 tyre manufacturing plants** in Mexico (Azcapotzalco, Tultitlan and Hidalgo) with a combined annual **capacity of 8.3 mn tyres**
- Wide product range of Passenger Car Radial, Truck Bias, Light Truck Radial, Farm Tyres And Industrial Tyres

## Deal Rationale

- Free **access to NAFTA** and other trade blocks
- Expands JK Tyres global footprint
- Low cost acquisition of additional capacity
- Greater access to North America and emerging Latin America markets, where JK Tyre is already exporting substantial quantities

## Turnaround

- Turnaround of operations in first year of acquisition
- Improved plant efficiencies
- Enhanced market share across all products
- Truck Radial (Outsourced)
- **Entered Chrysler, Nissan (Car / Light Truck Radial), John Deere (Farm) & Case New Holland**



## Acquisition Overview

- Acquired in April 2016
- State-of-the-art established tyre plant, earlier part of Kesoram Industries
- Wide product range of TBB / TBR tyres, 2-3W tyres, tractor tyres, and tubes & flaps
- Plant located at Laksar (Haridwar) with annual **capacity of 10 mn tyres**

## Deal Rationale

- Acquisition of Laksar plant provided additional TBR and other capacities
- Benefits of excise duty exemption till FY20
- Enabled strategic **entry into 2/3 Wheeler Category**

## Poised for Growth

- Laksar plant an excise benefit zone – **excise exemption of 10 years (up to 2020)**
- Operational turnaround in 1st year of acquisition
- **Launched Blaze** – premium 2/3 wheeler tyre
- Well received and volumes increasing month by month

