



**J. K. Industries Ltd.**

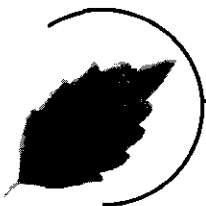


Hari Shankar Singhania  
Chairman

*K*nowing today what the customer will need and want tomorrow, and acting upon that insight, is what I always kept our Company ahead. This spirit has made us pioneers in bringing the best to our customers through use of technological innovations and generating value for shareholders and the society.

We are showing a way to the future. A future that is clean, green and based on Eco-Technology – a future signpost by the ongoing adoption of 'green processes' in all our systems and plants.

As always, we will continue to lead. As always, we will give unmatched value to our customers, shareholders, business associates and the society, integrating all our Eco-Technology innovations into one powerful endeavour for a better tomorrow.





Arvind Narottam Lalbhai



Arvind Singh Mewar



B C Bose



L M Thapar



O P Khaitan



M G Bakre



Bakul Jain

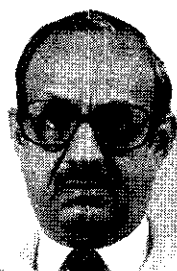


S C Sethi  
Wholesale Director

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Vikrampati Singhania  
Dy. Managing Director



Bharat Hari Singhania  
Managing Director



Raghupati Singhania  
Managing Director

#### Auditors

Lodha & Co.  
Chartered Accountants

#### Bankers

American Express Bank Ltd.  
ANZ Grindlays Bank p.l.c.  
Bank of India  
Canara Bank

#### Dena Bank

Deutsche Bank AG  
Punjab National Bank  
State Bank of Bikaner & Jaipur  
The Bank of Rajasthan Ltd.  
The Federal Bank Ltd.  
UCO Bank

#### Plants

JK Tyre : Jaykaygram, Rajasthan  
Banmore, Madhya Pradesh  
JK Sugar : Mirganj, Bareilly,  
Uttar Pradesh  
Pharmaceutical : UPSIDC Ind.  
Area, Gajraula, Uttar Pradesh

#### Registered Office

7, Council House Street,  
Calcutta - 700 001

#### Administrative Office

3, Bahadurshah Zafar Marg,  
New Delhi - 110 002

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



A journey that began more than 20 years ago has culminated in a mega-corporate entity comprising JK Sugar, JK Agri-Genetics and JK Tyre, the flagship brand of the corporation. Ever since its inception in 1977, it has been JK Tyre's belief in the value of technological superiority that has made it grow by leaps and bounds. Today, driven by modern cost competitive technologies and skilled manpower, it has emerged as the 16th largest tyre manufacturer in the world. After having pioneered the Radial revolution in India and gaining the distinction of becoming the country's top exporter with exports to 64 countries across 6 continents, JK Tyre – is now set to blaze a trail along the Green Highway.



Raghupati Singhania  
receiving ISO 14001 certification

While continuous innovations in product development are contributing to the manufacture of better tyres that last longer and help vehicles consume less fuel, JK Industries as a socially responsible and environmentally conscious corporate citizen has also adopted green practices in everyday business processes. Not only are all its manufacturing plants fully environment friendly with complete waste recycling and effluent treatment facilities, the company has also planted more than 1,00,000 trees around its plants in a special 'greening' project.

Besides this, all factories of JK Industries', including Vikrant's, optimise the use of natural resources - be it the use of fibre glass roofs that use daylight for illumination or the use of solar energy in all its cafeterias.



Coloured Eco-friendly Tyres - First time in India

As a mark of recognition, the JK Tyre Plants at Kankroli, Rajasthan, and Banmore, Madhya Pradesh received the prestigious ISO 14001 certification in recognition of the Environment Management Systems being pursued at these locations. A significant milestone on the Green Highway. And the journey continues.



First to manufacture Eco-friendly "Green Tyres" in India



High operational efficiency  
and definite logistics have been our tools for  
continually conserving the scarce resources  
of our Eco-system.

These innovative technologies  
in synergy with nature, perform to perfection  
for a greener world and a greener tomorrow.

And this is what we call –

Report  Junction.com



## Intelligent Technology

A symbol of JK Tyre's commitment to technology is the setting up of the only independent R&D Centre for rubber and allied technology in the country, HASETRI - "Hari Shankar Singhania Elastomer and Tyre Research Institute". Hasetri is recognised by the Deptt. Of Scientific and Industrial Research, Govt. of India and is the first research institute in Asia to receive the ISO 9002, EC 45001 and ISO/IEC Guide 25 Certifications.



Maintaining strict vigil on input quality



Instrumented Vehicle Dynamics testing ensures high quality ride comfort



Continuous development-a way of life at JK Tyre

JK Tyre's dream of pursuing Green Technology has been spearheaded by this centre. The most recent manifestation of this has been the development of India's first ever range of Eco-friendly colour Radials. These 'Green' tyres are made with special compounding which ensures higher mileage with lower rolling resistance. Thus, saving fuel - a valuable natural resource.

This spirit of technological innovation for ecological protection extends not just to our products alone. 'Green Technology' is being used to conserve energy in all generative sources - power, water, air, steam and fuel in all JK Industries' Plants. Investments have been made in the latest energy efficient equipment and processes - be it steam generation from agro-wastes for generating power or recycling effluent plant water or the optimising of energy utilisation in thermal equipment.

Staying at the forefront of technology has always helped JK Tyre provide its Customer a quality which can only be offered by a world class manufacturer. The launch of the Ultima-XP, with *i* Radial Technology, 'Jet Haul' and 'Tanker Lug' Truck Tyres for specific applications are a few such examples.

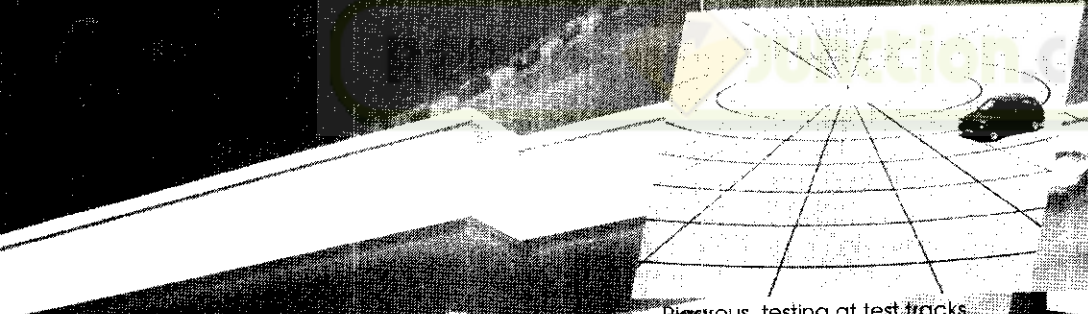
High yielding, pest resistant hybrid JK Seeds, likewise are the products of extensive research being carried out by the R&D Centre of JK Agri-Genetics in plant breeding at Secunderabad.



First to introduce All Steel Truck / Bus Radial Tyres in India



Automated tyre testing rig



Rigorous testing at test tracks



State-of-the-art equipment for physical evaluation



## Customer Driven

Building long lasting relationships, through extensive customer oriented programmes, is the hallmark of JK Tyre's success.

Strengthening its vast distribution and service network in a unique way are JK Tyre's 'Steel Wheels' outlets - a chain of more than 75 Tyre Care Centres across the country. Steel Wheels retailing centres offer a wide range of value-added services like wheel alignment and balancing and automatic tyre changing, using state-of-the-art equipment.



Reaching out - Dial-A-Tyre Service



Farm Tyre Customer Meet



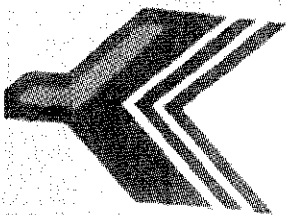
Steel Wheels - The One-Stop-Tyre-Shop

The Dial-A-Tyre service, yet another first of its kind has redefined the concept of selling tyres. The well equipped JK Tyre Dial-A-Tyre Vans not only deliver and fit passenger car tyres at the customer's doorstep but also provide value-added services using Automatic Tyre Changer, Wheel Balancer, Alignment Machine and Air Compressor. Thus crossing milestones in reaching out to the customer through meaningful services.

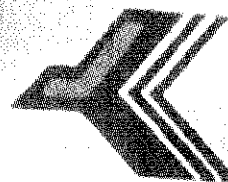
JK Sugar works closely with the sugarcane growing community by supplying high yielding varieties of cane to help them achieve better yields. Both JK Sugar and JK Agri-Genetics extend full support and guidance to the farmers on use of right varieties of fertilisers, pesticides and plant care – our modest step towards the 'Green Revolution'.



The unique JK Tyre 'Dial-A-Tyre' service - the first of its kind in India



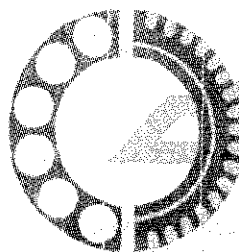
# STEEL WHEELS JK TYRE



Offering quality products and services  
at our Steel Wheels showroom

JK Tyre at Auto Expo 2000

3312136



Felicitating truck tyre customer



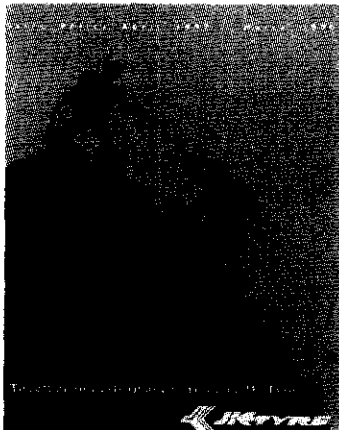
Coming together of corporate objectives and individual aspirations – is celebrated at JK Industries. A company where the people, through their determination and display of exemplary skills have made every corporate objective a reality.



Smiling success - skilled workforce



A view of residential complex



Performance through partnership

While empowerment, skill enhancement and training are very much a part of the process within the company, the commitment to internalise the corporate goal within the individual is what makes the JK Industries' people, its most prized resource. With corporate focus on Eco-Technology and the conservation of scarce natural resources, every person – be it at JK Tyre, JK Agri-Genetics or JK Sugar, is contributing in his or her own small way towards sharpening this focus. Even eliminating the wastage of electricity, water and paper, small though it may seem as a contribution, is going a long way to prepare a healthier tomorrow for all.

JK Tyre's Dealers have always been an integral and an important part of the JK Tyre family. A printed booklet laying down a consistent, uniform and transparent dealer sales policy – first by any tyre company, ensures clarity in all dealings and acts as a great motivator across JK Tyre's dealer fraternity.

JK Tyre strives to create an environment of healthy and competitive development of people across its activities.



First tyre company to have a uniform and transparent Dealer Sales Policy