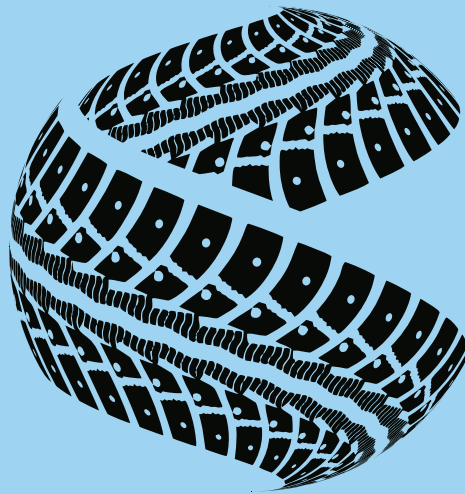


ANNUAL REPORT 2014-15



IT'S NOT JUST ABOUT THE TYRE

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The story at JK Tyre is not just about tyres. **It is about our passion.**

Our passion to delight customers to the point that they will buy no other brand.

Our passion to keep introducing new tyre varieties even before the market asks for it.

Our passion to raise benchmarks to levels that most would have considered impossible.

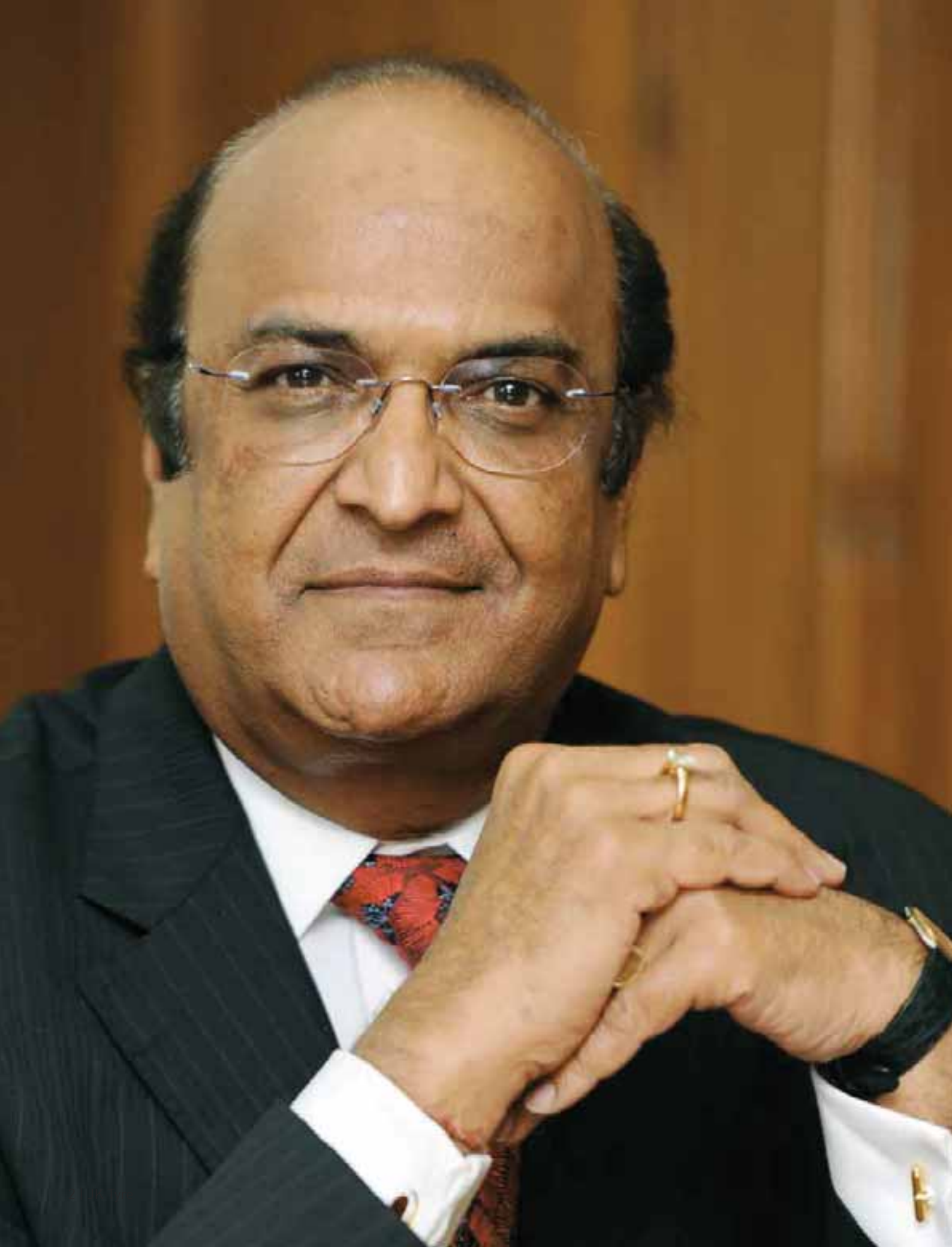
Our passion to evolve a conventional product into a modern solution well before considered necessary.

There is just one by-product of this passion.

Outperformance.

For instance, despite a challenging 2014-15, JK Tyre reported attractive profitability, with a higher percentage increase in profit after tax over revenues.

Passion pays.





MESSAGE FROM THE CHAIRMAN & MANAGING DIRECTOR

“THE HARDER
THE EXTERNAL
ENVIRONMENT
TURNED,
THE MORE
PASSIONATE
OUR RESPONSE
BECAME.”

Chairman & Managing Director, Raghupati
Singhania, explains how a passionate JK
Tyre reported an outstanding performance
during a challenging 2014-15

Dear fellow Shareholders,

I WOULD LIKE TO SHARE THE HIGHLIGHTS OF THE YEAR 2014-15.

JK TYRE'S CONSOLIDATED TURNOVER STOOD AT ₹8,060 CRORES AND PROFIT AFTER TAX STRENGTHENED 46% TO ₹330 CRORES IN THE FY2014-15.

FURTHERMORE, THE COMPANY'S MARKET CAPITALISATION INCREASED 226% DURING THE PERIOD UNDER REVIEW, ENRICHING OUR SHARE-OWNERS.

It is heartening that JK Tyre reported profitable growth despite a challenging environment.

The key message I wish to communicate is that the harder the external environment turned, the more passionate our response became.

Challenges

JK Tyre possessed the foresight to introduce radial tyres three decades ago in India in response to evolving marketplace realities. This introduction was followed by proactive investments in brand-building that helped grow a nascent radial market into a vibrant one, making radialisation a preferred trend in India.

At JK Tyre, we played the role of an evangelist with timely investments in modern radial capacities. The result: radial tyres constituted 52% of our revenues in 2014-15. Besides, we made a progressive cost reduction effort in the truck bias segment, strengthening our overall competitiveness.

Passion at work

At JK Tyre, we recognised that addressing industry challenges through sporadic responses, as and when they manifested, would prove inadequate; what we needed was a consistently passionate response.

This is not as easy as it sounds. How do you make a 38-year company younger virtually overnight?

At JK Tyre, we made passion our spearhead. We questioned every paradigm. We inducted younger managers. We invested in cutting-edge plants. We proactively enhanced capacity. We reassessed every process. We evolved our focus from customer satisfaction to delight. We incorporated best-in-class practices. We widened our product range. We maintained a constant dialogue with our dealers. We graduated from marketing products to providing solutions.

In other words, the reinvented JK Tyre.

Earlier, we focused on being competitive in regional pockets; at the reinvented JK Tyre, we aspired to emerge among the most competitive across various geographies.

Earlier, we ushered steady improvements in operating efficiencies; at the reinvented JK Tyre, we focus singularly on the substantial.

Earlier, we focused on one-off improvements linked to timely capital investments; at the reinvented JK Tyre, we focus on

continuous improvement leading to sustainable growth.

Earlier, we focused on delivering products in line with customer needs; at the reinvented JK Tyre, we strive to deliver world-class products that can be as successfully marketed in any developed country.

Earlier, we used to be topline-driven to the point that we believed that any increase in revenues would amortise our fixed costs more effectively and contribute to the bottomline; at the reinvented JK Tyre, our managers are aware of precisely the kind of realisations that need to be generated to enhance profitability.

Strategic outlook

India's automobile sector appears poised for an attractive recovery. As one of India's premier tyre manufacturers, we are pursuing a multi-pronged strategic approach to address emerging challenges.

Maintain leadership position in truck/bus radials segment: JK Tyre possesses one of India's largest tyre capacities (1.87 million truck/bus radials per annum); the Company will continue to capitalise on this growing segment to enhance margins, maintain leadership, deepen market presence and ensure that products reach new customers.


Provide differentiated service:

JK Tyre is increasingly focusing on service differentiators in a competitive environment. As a means to this end, we provide comprehensive 360-degree tyre solutions, carving a niche for ourselves.

Innovation-led fuel-efficient

products: The need of the hour is to improve road safety, lower fuel costs and reduce environment impact. At JK Tyre, the competitive

Passion at work



“At JK Tyre, we played the role of an evangelist with timely investments in modern radial capacities. The result: radial tyres constituted 52% of our revenues in 2014-15.”

Raghupati Singhania, Chairman & Managing Director



① Dr. Raghupati Singhania felicitated as Asia's Most Admired Leader ② Managing Director, D. Harley Davidson India receiving the Indian Motorcycle of the Year Award- 2015 from Dr. Raghupati Singhania ③ CEO & MD, Hyundai Motor India being presented the Indian Car of the Year Award- 2015 by Dr. Raghupati Singhania




manufacture of 'green' tyres addresses these issues in an affordable manner. Consequently, we have commenced assembling technologies and resources to break into this innovative, fuel-efficient segment with a first-mover's advantage.

Conclusion

The Company has effectively addressed the needs of the entire stakeholder family – customers, employees, shareholders, bankers

and society – through a number of farsighted initiatives.

In view of the above, I am optimistic that JK Tyre will continue to report attractive and profitable growth across the foreseeable future.



Raghupati Singhania
Chairman & Managing Director

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Jaykaygram,
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AUDITORS
Lodha & Co.
Chartered Accountants

**VICE PRESIDENT (LEGAL) &
COMPANY SECRETARY**
Pawan Kumar Rustagi
CIN: L67120RJ1951PLC045966
Website: www.jktyre.com

BOARD OF DIRECTORS



01

DR. RAGHUPATI SINGHANIA
Chairman & Managing Director

02

ARVIND SINGH MEWAR
Director

03

BAKUL JAIN
Director

04

OM PRAKASH KHAITAN
Director

05

SUNANDA SINGHANIA
Director



06

DR. WOLFGANG HOLZBACH
Director



07

KALPATARU TRIPATHY
Director



08

BHARAT HARI SINGHANIA
Managing Director



09

VIMAL BHANDARI
Director



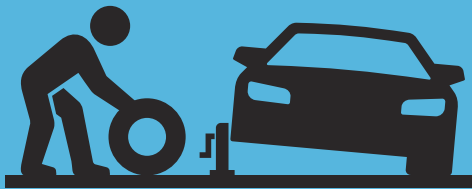
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VIKRAMPATI SINGHANIA
Dy. Managing Director

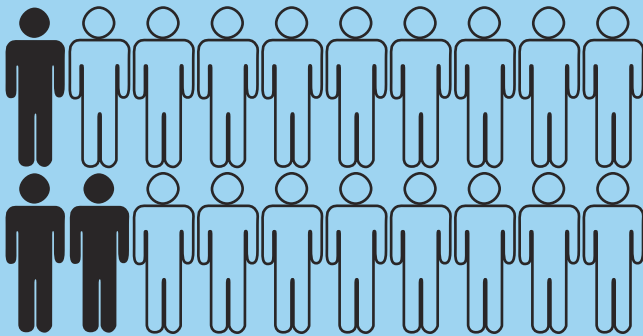


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ARUN K. BAJORIA
Director & President –
International Operations



It is a brand-driven company whose recall is inspired by words like **'durable'**, **'dependable'** and **'customer-centric'**.



It is a future-focused organisation providing consumers today with the tyres of tomorrow.

It is a research-led company, creating tyres in line with the best global quality standards.

