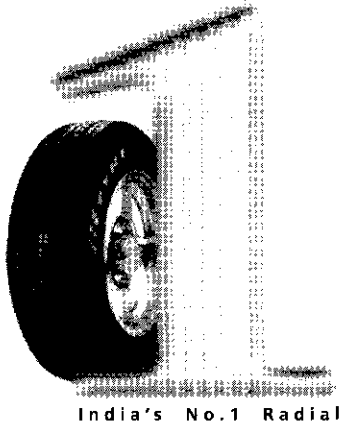




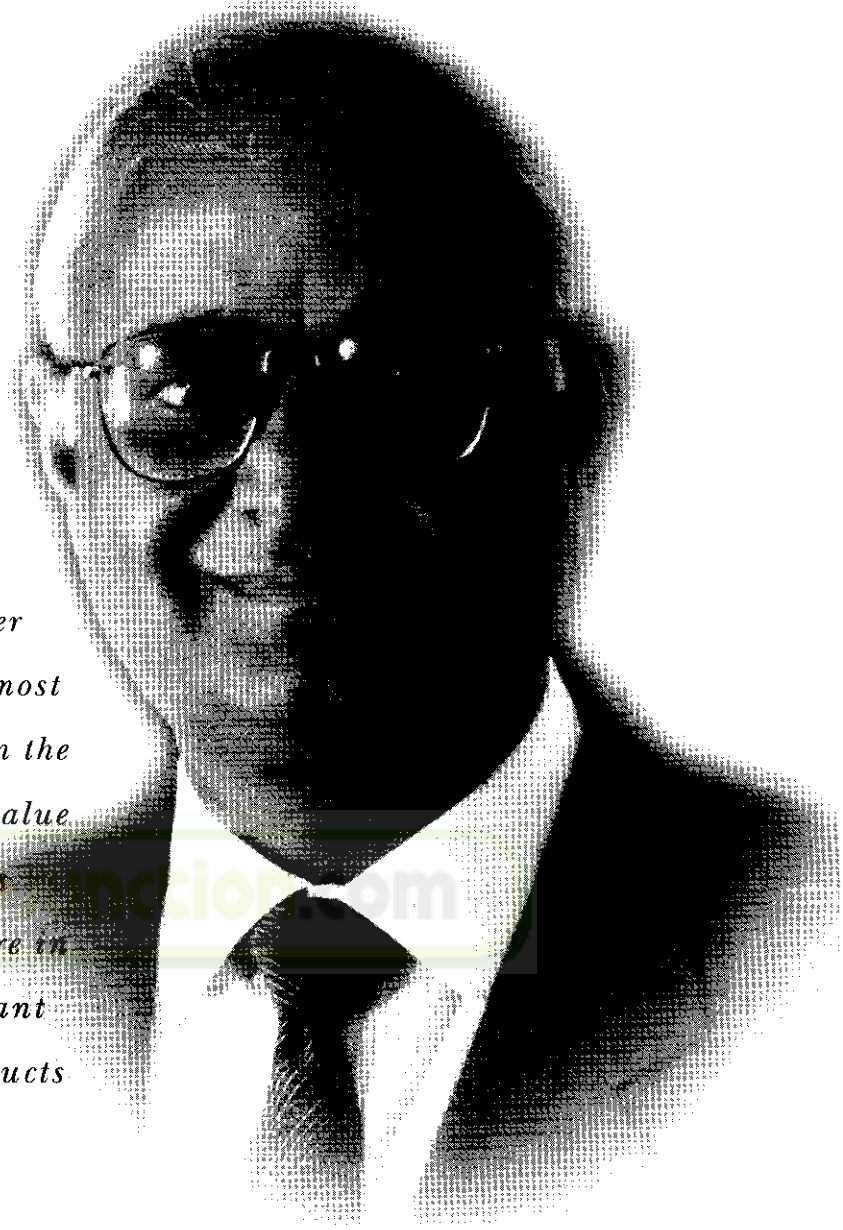
India's No.1 Radial



J. K. Industries Ltd.



We strive to deliver value to the customer most cost-effectively. How can the customer reap greater value from us? The answer is two-fold. Our efforts are in both directions - constant value addition to products and services as well as superior resource utilisation, including technology, internally. The result is higher standards, and more competitive pricing. A win-win relationship we wish to build with our customers.



Hari Shankar Singhania
Chairman

Board of Directors



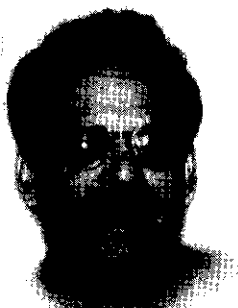
Arvind Narottam Lalbhai



Arvind Singh Mewar



L M Thapar



Arvind Mayaram



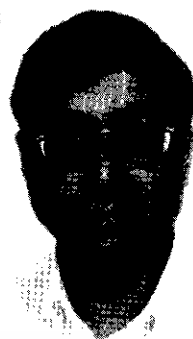
Baldev Raj Gupta



Pratap Singh Navlakha



O P Khaitan



Bakul Jain



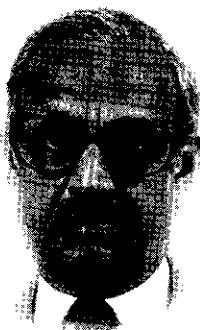
S C Sethi
Wholtime Director



S. Subramanian



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 :

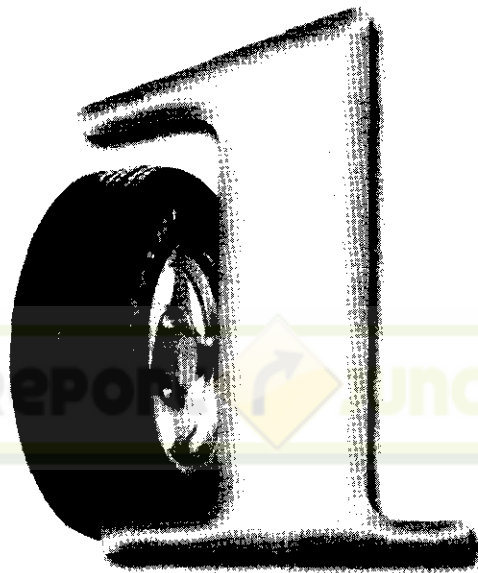
3, Bahadurshah Zafar Marg,
New Delhi - 110 002.



THE PIONEERS

At the heart of all technological advancement is innovation. And at the heart of all innovation, in the Indian tyre industry, is JK Tyre. Having pioneered the Radial revolution in the country, JK Tyre has consistently maintained its lead with cutting edge technology and new product development. JK Tyre continues to lead the Indian tyre industry, with many firsts to its credit:

- India's first T-rated Steel Radial - Ultima



No.1 in

Technology

- for speeds upto 190 kmph. • India's first H-rated Steel Radial - Ultima 210H
- which performs at 210 kmph. • India's first and only Dual Contact High Traction Steel Radial - Aquasonic. • India's only manufacturer of Truck and Bus Radials.
- India's only manufacturer of Steel Radials for all applications i.e. Cars, Multi Utility vehicles, Light Commercial

vehicles and Buses & Trucks.

Commencing production in 1977 at its first tyre plant at Jaykaygram, near Udaipur, JK Tyre went on to establish the most modern tyre plant in India at Banmore, near Gwalior. The modernization and upgradation under implementation at Vikrant tyre plants at Mysore with state-of-the-art equipment is yet another example of JK Tyre's commitment to latest technology. JK Industries, in a short time has emerged as the 16th largest tyre manufacturer in the world - an achievement in itself.

A STEP INTO THE FUTURE

To remain at the forefront of technology, JK Tyre established an independent R&D Centre - Hari Shankar Singhania Elastomer & Tyre Research Institute (HASETRI). Located at Jaykaygram, Rajasthan, it is India's first and foremost research centre which fulfills the Nation's need for developing newer and better technologies for Tyres & Polymers. Besides recognition from the Department of Scientific & Industrial Research, Govt. of India, it is also the first establishment of its kind in Asia to receive both ISO 9002 and ISO/IEC Guide 25 & EN 45001 certifications.

LIVE R&D

Racing and Rallying tracks are key sources for generating vital inputs for designing high performance tyres. Having dominated both the circuits for years in a row, JK Tyre has ensured that its tyres incorporate the best for ultimate performance on the roads in India and abroad. Proving their mettle under the most demanding test conditions has helped build customer confidence and loyalty for "JK Tyre".

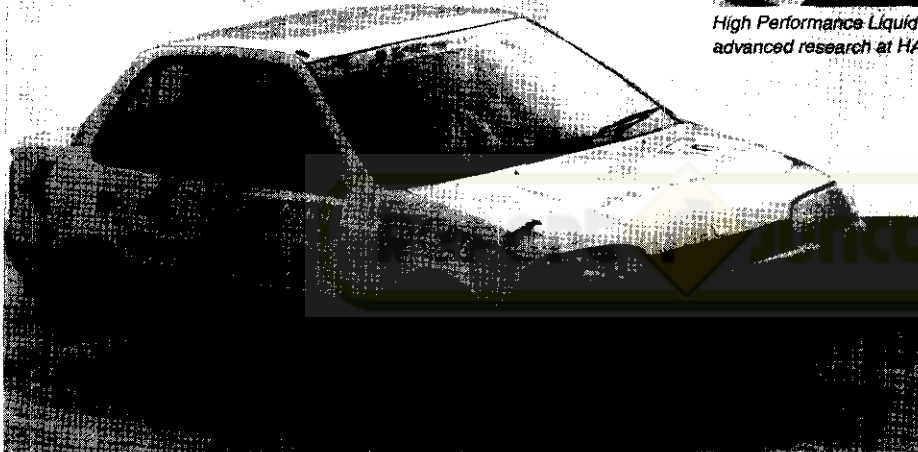
One of the most modern Tyre plants of India, at Banmore. ►



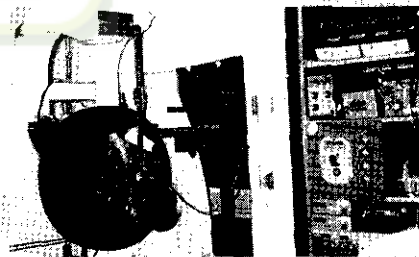
Slalom test being conducted on JK Tyre at VRDE Ahmednagar.



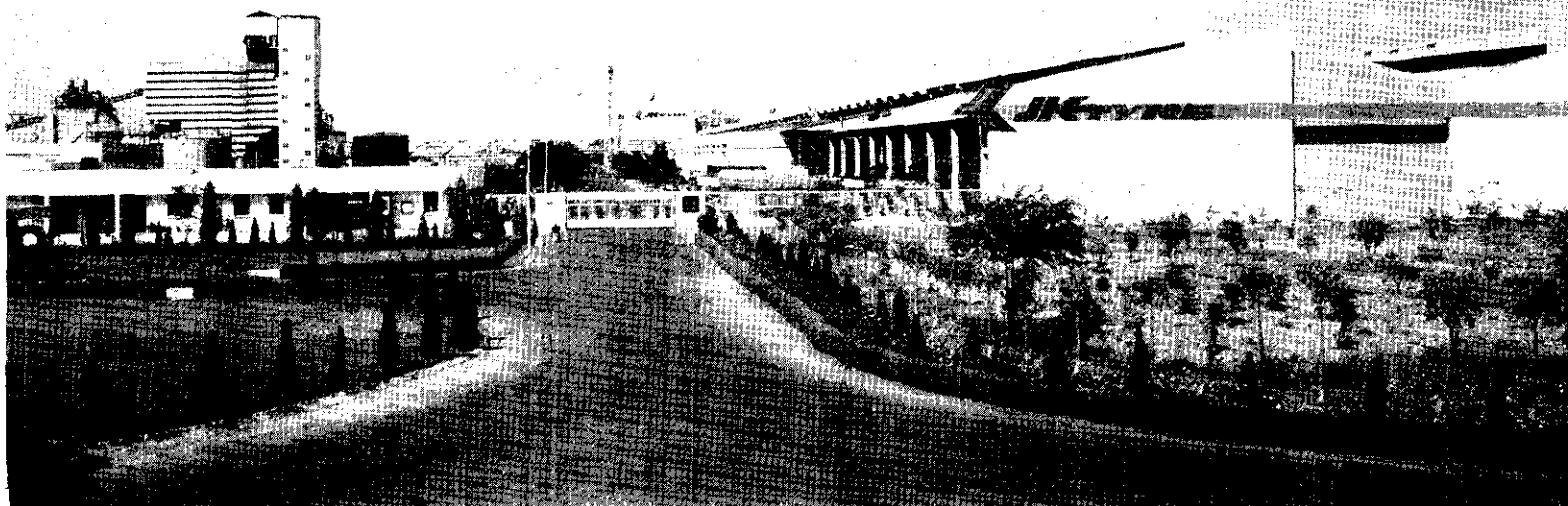
High Performance Liquid Chromatography (HPLC) for advanced research at HASETRI



National Rally Champions for 4 consecutive years



Tyre Footprint testing machine.

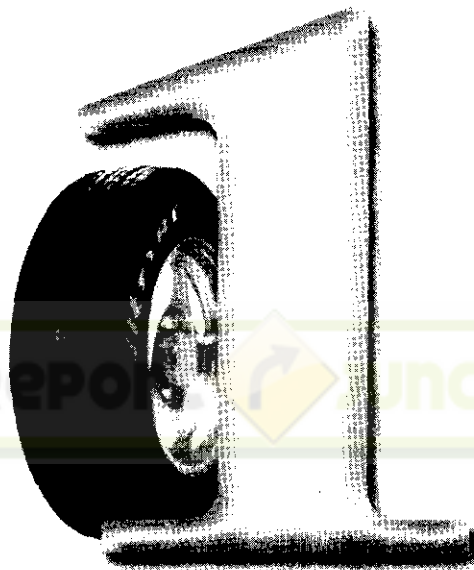




QUALITY - OUR WATCHWORD

Commitment to quality has driven JK Tyre to a leadership position in the tyre industry. With an unparalleled list of firsts, JK Tyre went on to become the First tyre manufacturer in the world to get the ISO 9001 accreditation in 1995, for the entire operations in one go. In November 1998, JK Tyre added another feather to its cap by earning the

At JK Tyre, delivering quality products has been the 'mantra' for customer satisfaction. Continuously improving and forever innovating, making sure that the consumer gets more than what he demands. The QS-9000 certification is but an endorsement to this philosophy, reflected in every step, so that all processes deliver world class products and services, keeping the customer in focus.



No.1 in

Quality

distinction of once again becoming the first tyre manufacturer in the world to be awarded the QS-9000 quality certification for multi-location operations. The certification covers design, development, manufacturing, marketing and sales of radial and conventional (bias) tyres, tubes and flaps.



Raghupati Singhania receiving the QS-9000 Certificate from Ashok Balwani of DNV, Netherlands.

PEOPLE POWER

Behind every achievement is our team of highly dedicated and committed professionals who have nurtured the organisation and taken it from strength to strength. Competence breeds innovation and quality. This, in turn, translates into benefits for our customers as well as our people, in terms of better products and more growth opportunities. It is their perseverance towards achieving excellence which has shaped JK Tyre into one of the finest tyre manufacturers.

QS-9000 - highest global standard in the automotive industry. ►



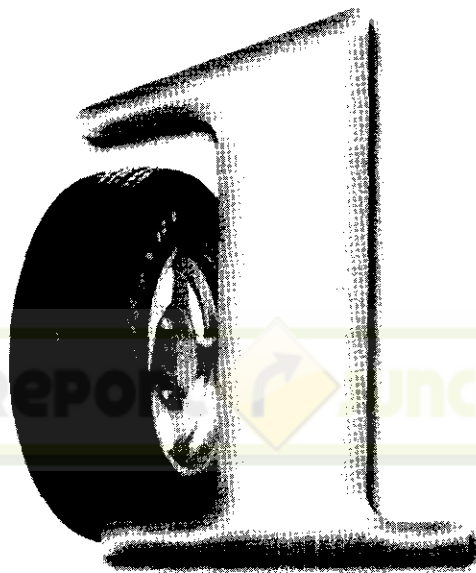
People — our most precious resource.



REACHING OUT

At JK Tyre there is more to customer satisfaction than what meets the eye. Customer Care, for us, begins at the very inception of a product and is carried through till the end. Each product is developed to meet specific requirements and services, designed to deliver value to the customer.

For instance, the "JK Tyre Steel Wheels"-



No.1 in

Customer Care

the exclusive one-stop-tyre-shop for all tyre related needs. Here a customer can wait in air-conditioned comfort while having his tyres replaced, wheels aligned and balanced. A service engineer is present to provide information on tyre care and maintenance. Turnkey service, in the truest sense of the term.

The "Dial-a-Tyre" service, is first of its kind in India and has redefined the concept of selling tyres. The JK Tyre vans not only deliver and fit tyres at the customer's doorstep but also provide value added services like wheel balancing and alignment checks.

RELATIONSHIP SERVICING

Building strong relationships with our consumers is part of our endeavour to provide better and more effective service. Our consumer contact



JK Tyre Steel Wheels - The one-stop tyre shop.

programs, organised across the length and breadth of the country, bear testimony to this commitment. This not only helps us build relationships but understand our consumers and their needs better.

All this is backed by a nationwide distribution and service network of over 3000 dealers and 106 stocking and service points. No matter where our consumers are, they can rely on getting the very best from JK Tyre.

Coming closer through Customer Contact Programmes. ►



Auto Asia '99 - Strong presence at international fairs.



Dial-a-Tyre service. Yet another first from JK Tyre.



A BRAND THAT GOES BEYOND

BOUNDARIES

Performance - of its products, technology and people - has made JK Tyre, a name to reckon with in the international markets. Today, it exports

prerequisite for exports to EC countries.

JK Tyre has the distinction of being the



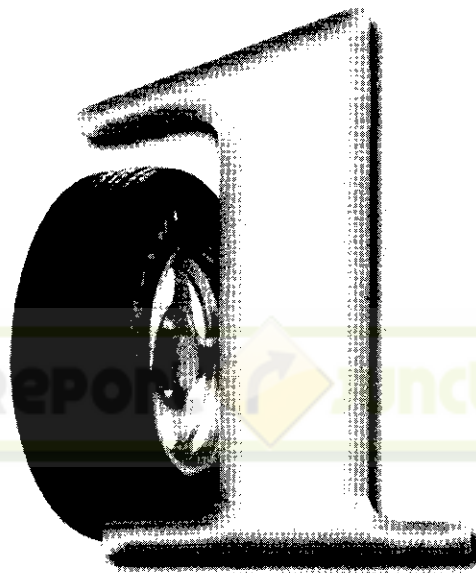
Raghupati Singhania, receiving the National Export Award from the Hon'ble Prime Minister of India, Atal Behari Vajpayee.

sole exporter of car radials to Europe.

JK Tyre also is the largest exported tyre

brand from the country for which it

has received the prestigious National



No.1 in

EXPORT

tyres across six continents and enjoys

a premium brand status in USA and

several other markets. It is also the

only Indian manufacturer to have the

prestigious E-mark certification, a



Raghupati Singhania receiving the CAPEXIL's highest export award from P.P. Prabhu, Secretary, Ministry of Commerce.

Export Award for 1996-97. It has also

been awarded CAPEXIL's highest

export award for 1997-98 in the entire

non-mineral sector.

Accolades for outstanding export performance. ►