



MRF

ANNUAL REPORT 2010-11

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Message from Chairman

Dear Shareholder,

This is a momentous occasion for your company. In the financial year just closed, MRF crossed the landmark figure of ₹10,000 crores in turnover. The current year also marks 25 years of market leadership since MRF first became the market leader in 1987.

The year gone by was a difficult and trying one. MRF's quantum jump in turnover has been the highest one in its history and this has been achieved through our overall commitment to deliver premium products and well executed strategies.

The last six months have witnessed a slowdown in the domestic economic growth coupled with uncertainties in the international environment.

In the year ahead, one would have to contend with an increased competitive environment. However, we have taken a long term view of the auto industry and are adding capacities in our existing factories and our new plant at Tiruchirappalli will commence production in 2012, which would help us to maintain our market leadership.



K. M. Mammen

Chairman & Managing Director.



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MRF Tops J.D. Power Study- for The Eighth Time

MRF was ranked highest in the *J.D. Power Asia Pacific 2011 India Original Equipment Tire Customer Satisfaction Index (TCSI) Study - thanks to the loyalty we have received from our valued customers.

Receiving the highest ranking on four factors that drive satisfaction- appearance, durability, traction/handling and ride, MRF has come out on top. It's these achievements that stand testimony to the quality of our tyres and our undisputed leadership in the market.

This is the eighth time MRF has been awarded this honour.

*MRF received the highest numerical score among tire manufacturers in the proprietary J.D. Power Asia Pacific 2011 India Original Equipment Tire Customer Satisfaction Index (TCSI) Study.SM Study based on 3,533 new-vehicle owners who purchased their vehicles between May 2008 and August 2009. Proprietary study results are based on experiences and perceptions of owners surveyed May-August 2010. Your experiences may vary. Visit www.jdpower.com/corporate.



New Product Launches



PASSENGER CAR RADIAL:

MRF Z.L.O. is an asymmetric tread pattern, high-performance tubeless radial that delivers a powerful combination of features and benefits which will ensure that you enjoy your drive with supreme confidence and style. MRF Z.L.O. is available for a wide range of vehicles.

TWO-WHEELER TYRE:

MRF Meteor M is an aggressive block design tyre for all-terrains, which is stylish and provides excellent stability and grip . Meteor M is available in 2 sizes and will be extended to other sizes.

TRUCK RADIAL:

MRF Steel Muscle S3C8 is ideal for loading applications. It features a staggered block design, strong casing and high rubber content.

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MRF T & S - WORLD CLASS TYRE CARE SERVICES

MRF T&S (Tyres & Service) outlets cater to the new generation cars cruising on Indian roads today. It allows customers to shop in air-conditioned comfort for MRF tyres and tubes. MRF trained service personnel provide other services like wheel alignment and balancing, automatic tyre changing, nitrogen filling and tubeless tyre repair.



World-class ambience of MRF T&S showrooms.

New Production Facility

MRF's new plant at Perambalur, near Tiruchirappalli in Tamil Nadu will be operational in 2012 with an initial capacity of 3.5 lakh truck and car radials. This will be MRF's eighth independent plant in India.



Exterior view of the plant.

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Speciality Coatings

MRF Corp Ltd, a 100% Subsidiary of MRF manufactures speciality coatings for a wide range of applications. The revolutionary 100% polyurethane finishes are available in formulations for applications on metal, wood, plastic, walls and glass. WoodCoat Exterior Clear provides ideal protection for wood exposed to UV rays and adverse climatic conditions like rain and direct sunlight or extreme cold. New WallCoat provides long lasting protection from UV and weather conditions by resisting chalking, fading and fungus formation.



WoodCoat Exterior Clear used on the balcony of a house.



New WallCoat used on the Sanmar Group Corporate Office in Chennai.

Delhi Championship With MRF

The Delhi Championship with MRF, a Support Race for the first ever Formula 1 Grand Prix in India at the Buddh International Circuit, Noida was a great success. Jordan King of Great Britain emerged the winner in this prestigious one-make series Championship.



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MRF Wins the 2011 INRC

Gaurav Gill and co-driver Musa Sheriff of Team MRF clinched the 2011 Indian National Rally Championship (INRC), the premier rally championship in India.



Gaurav Gill and co-driver Musa Sheriff of Team MRF.

