



**MRF**

**ANNUAL REPORT 2011-2012**

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# Chairman's Message

Dear Shareholder,

The year 2010-11 was a historic one for MRF as we crossed the turnover of Rs 10,000 crores. We have continued to maintain the same growth momentum this year too and we have crossed the turnover of Rs 13,000 crores for the year 2011-12. It is indeed a creditable achievement against the backdrop of a difficult economic environment.

Our continued emphasis to cater to the changing customer needs with premium products has been one of the hallmarks of our success. As we enter the new financial year, the economic and business environment is grim. The global crisis continues and there is a distinct slow-down in the Indian economy. In addition, the competitive environment continues to be intense.

Meanwhile, our plant at Tiruchirapally has commenced production and is slated to be one of our biggest plants.

We have successfully turned around Sri Lanka operations through several initiatives and we are confident of increasing our revenue further.

We continue to be optimistic about the automobile industry in the long term and the investments in our various plants will help us to increase our market share as we move forward.



**K. M. Mammen**

Chairman & Managing Director



# MRF TOPS J.D. POWER STUDY – FOR THE NINTH TIME

MRF was ranked highest in the \*J.D. Power Asia Pacific 2012 India Original Equipment Tire Customer Satisfaction Index (TCSI) Study. MRF is the only Indian tyre manufacturer to have won this award for a record 9 times in 12 years and for the third consecutive year.

Receiving the highest ranking on four factors that drive satisfaction: appearance, durability, traction / handling and ride, MRF has come out on top. This award is a testimony to the quality of our tyres and our undisputed leadership in the market.



\*MRF received the highest numerical score among the tire manufacturers in the proprietary J.D. Power Asia Pacific 2012 India Original Equipment Tire Customer Satisfaction (TCSI) Study. The study was based on 3868 new vehicle owners who purchased their vehicles between May 2009 and August 2010. Proprietary study results are based on experiences and perceptions of consumers/ business/ business users surveyed in May-August 2011. Your experience may vary. Visit [www.jdpower.com/corporate](http://www.jdpower.com/corporate)

# NEW PRODUCT LAUNCHES

## SUV RADIAL:

MRF Wanderer-Sport is an asymmetric tread pattern SUV tyre for the new generation of soft-roaders with the emphasis on comfort. The tyre is original equipment on the best-selling Renault Duster.

## TRUCK RADIAL:

MRF S3P4 is a premium mileage radial for drive axle fitment. It has a unique design that offers normal load operation on highways and the improved skid depth enhances mileage.



# 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.



# NEW PRODUCTION FACILITY

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



## SPECIALITY COATINGS

MRF Corp Limited, a 100% subsidiary of MRF manufactures speciality coatings for wide range of application. The latest introduction is AquaFresh, a single pack PUD for interior walls, which is similar in application and price to Premium Emulsions but with superior performance. Point of sale tinting machines offering over 1500 shades would be introduced by early 2013. With several new products to be launched in the coming months, increased market presence is assured.



# MRF CHALLENGE 2012

The 2012 championship featured a brand new racing car – the MRF Formula 2000 designed by Dallara of Italy and powered by a Renault racing engine. The car was launched by Narain Karthikeyan, India's Formula 1 driver in Chennai. Spectators enjoyed the high-octane racing at Round 1 and Round 2 at the Buddh International Circuit, Delhi. Round 3 is scheduled at the MMRT, Chennai in February, 2013.



## FOURTH APRC TITLE FOR TEAM MRF

After winning titles in 2003, 2005 and 2010, Team MRF has won the 2012 FIA Asia Pacific Rally Championship (APRC) with Chris Atkinson (Australia) winning the driver's title and Stephane Prevot (Belgium) winning the co-driver's title. Team MRF also scored an emphatic victory in the Teams Trophy and the Manufacturers Championship. Testimony to the technological superiority of MRF tyres.

