



SUSTAINABILITY IN MOBILITY

EARNINGS PRESENTATION
Q2 FY2022



1 Business Overview

2 Q2FY22 & H1FY22 Performance Review

3 Growth Strategy

4 Sustainability





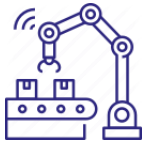
40+

Years of experience in tyre manufacturing



25th

Ranked top tyre company in the world



12

manufacturing facilities

32

million tyre capacity



450+

Total number of SKU's



100+

Countries of Operations around the world



6,000+

Extensive dealers distribution network



10,000+

Employees globally



25+

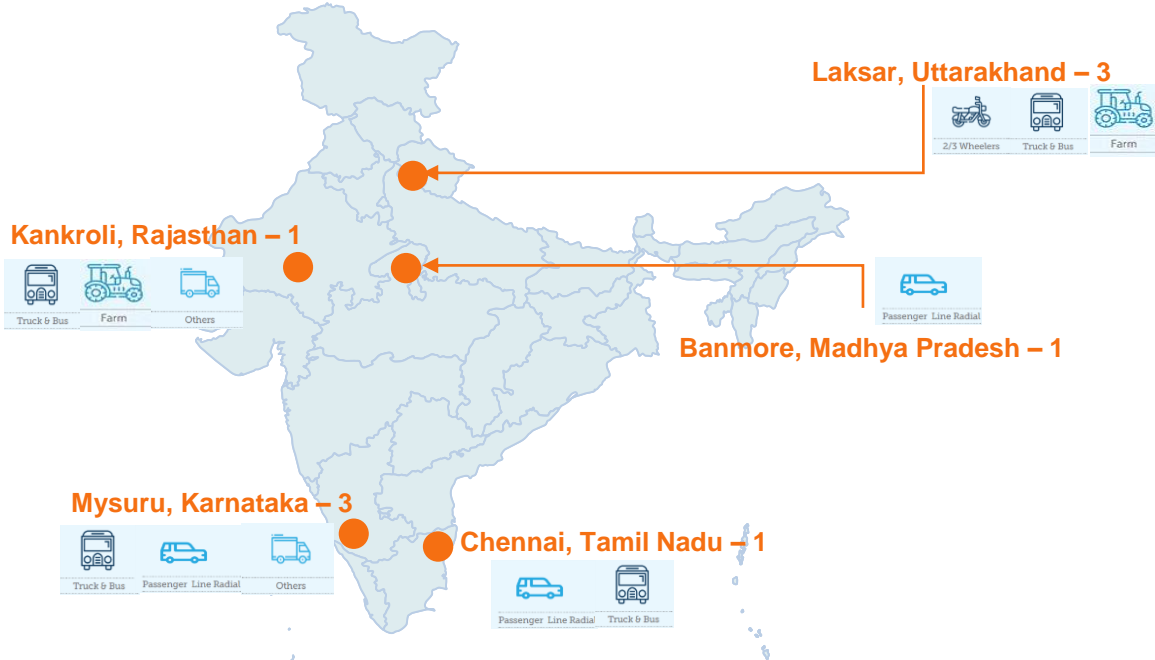
OEM client and relationships

Innovation at JK Tyre

- ❖ Pioneer of radial technology in India and **No. 1 in Truck/Bus Radial (TBR) manufacturer**
- ❖ State-of-the-art Centralized Tech Centre at Mysore – **“Raghupati Singhania Centre of Excellence (RPSCOE)”**
- ❖ **1st company in India with OE fitment of tubeless passenger radials.** Also, 1st in India to launch high performance H, V and Z-rated passenger radial tyres
- ❖ Acquired smart tyre technology start-up to revolutionise Indian tyre market – **First in India to launch Tyre Pressure Monitoring System (TPMS)** based on sensor technology
- ❖ Globally among the **top 3 in lowest energy consumption**

Global Manufacturing Platforms

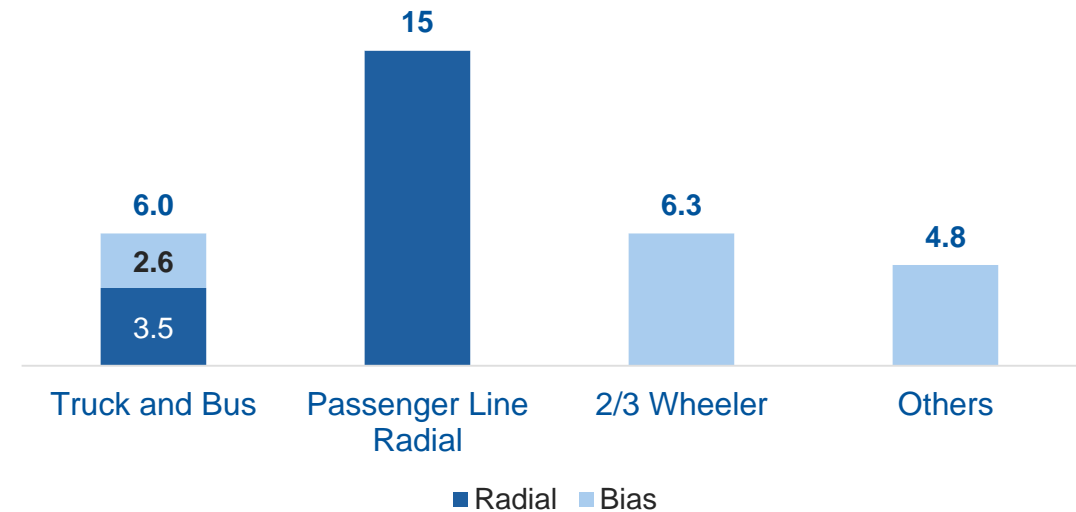
India



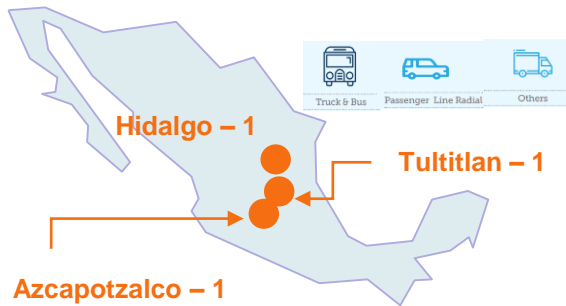
12 Manufacturing Facilities with Annual Production Capacity of 5,75,000 Metric Tonnes (~32 million tyres)

	Installed Capacity (MT)	Utilization Q2FY22
Consolidated	5,75,000	85%

Annual Capacity by Product Line – Volumes in Million



Mexico



- 1 Consistent Social Media Presence
- 2 Content Oriented Digital Marketing
- 3 Google My Business & Always-On-Search
- 4 E-Commerce Associations with Leading Platforms :
CarDekho & TyrePlex
 - Lead Generation
 - Re-Targeting

Social Media




No.1 Tyre Brand at Social Media in terms of Followers at Facebook & Instagram

Content Marketing




Tyre Industry Highest no. of views at YouTube 77Mn+ for You Tube Campaign

Google My Business



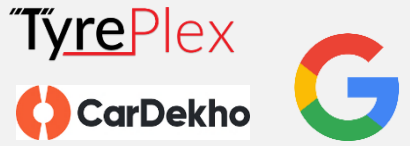
600+ Brand Shops listed at Google My Business and being optimized to have better visibility at Google Search

E-Commerce



To give our customers an alternate touch point to explore and buy JK Tyre

Lead Gen. & Re-Targeting



For Lead Generation & Re-targeting the prospective customers looking for Tyre at Google

Awards



Leader in Digital Transformation, Motorsports & Digital PR, Best campaign in Automotive category 'Zindagi ke Pahiye' & Campaign of the Year by World Digital Marketing Congress

Extensive Distribution Network

India Distribution Network

- ❖ 6,000+ Dealers
- ❖ 500 Distributors
- ❖ Tie up with 870 Fleet Operators
- ❖ Tie up with 3 Oil Marketing Companies
- ❖ 140 Sales, Service and Stocking Points
- ❖ 20 Regional Offices



59 JK Tyres Truck Wheels

Fully equipped Tyre service centre offering Total Tyre Solutions



421 JK Tyre Steel Wheels

Exclusive passenger car tyre retailing



205 Xpress Wheels

Catering to small towns & semi urban markets



50 JK Re-tread centres

Value added services such as re-treading

Mexico Distribution Network

- ❖ 97 Dealers
- ❖ Network of 144 third party dealers/distributors
- ❖ Network of 34 Distributors for Exports

Other Geographies Network

- ❖ 76 Distributors in Middle East and South East Asia
- ❖ 61 Distributors in Africa
- ❖ 60 Distributors in North and Latin America

Expanding Footprint in India

Aggressive Network Expansion in FY21 & H1FY22

- ❖ Added 550+ dealers in H1FY22
- ❖ Tie up with **Amazon online & ITC e-Choupal** for rural connect
- ❖ Tie Up with Auto Portals for door-step delivery / fitment (**Car Dekho | TyrePlex**)



Dr. Raghupati Singhania
*Chairman &
Managing Director*



Anshuman Singhania
Managing Director



Arun K. Bajoria
Director & President



A. K. Kinra
Financial Advisor



Sanjeev Aggarwal
CFO



V. K. Misra
Technical Director



Pravin Chaudhari
ED – JK TORNEL



Dr. R. Mukhopadhyay
Director (R&D)



A. K. Makkar
Manufacturing Director



Srinivasu Allaphan
Marketing Director



Ashish Pandey
VP–Materials



Bharat Aggarwal
Head - International Trade



H. C. Prasad
VP – CAVENDISH

Technology – Global Tech Centre (RPSCOE):

- Centralized Tech Center in Mysore, Karnataka with more than 200 R&D and Technology Scientist and Engineers in following facilities: **HASETRI - Asia's first and India's foremost highly versatile and State-of-the-art Tyre / Elastomer Institute** and **JK Tyre Tech Centre**
- R&D efforts focused in the field of advanced materials, alternate materials, nanotechnology, process and product simulations, predictive technology, advanced tyre mechanics, etc.
- **India's Biggest Anechoic chamber for Noise and Vibration Analysis** capable to test all tyres including truck tyres.
- Green Technology – Eco-range of tyres for cars, buses and two wheelers with ultra low rolling resistance.



R&D activities aimed at offering technologically advanced products to gain higher market share and enhanced profitability

Innovative Products Gaining Traction



TBR - JUH XF & JDH XF

- ✓ Fuel Saver Technology Design
- ✓ Low RRC & Low Noise
- ✓ High Mileage



PCR – Levitas (UHP)

- ✓ Short Braking Distance
- ✓ High cornering stability
- ✓ Better Traction & Ride Comforts



PCR – Taximax – 1Lac km. tyre

- ✓ Very High Mileage & Durability
- ✓ Superior Grip & Braking
- ✓ Unique Design for Low Noise



PCR – UX Royale

- ✓ 5 Rib Asymmetric Design
- ✓ Stable Shoulder Tread Blocks
- ✓ Variable Draft Groove Technology



2 wheeler - Blaze

- ✓ High Speed Stability
- ✓ Ride Comfort & Smooth Cornering
- ✓ High Mileage & Better traction



Farm - Shresth

- ✓ Step Lug Design & Superior Tread
- ✓ Superior Dimensions & aesthetics
- ✓ High Load Carrying Capacity & Control

Smart Tyres

Recently acquired smart tyre technology start-up to revolutionize Indian tyre market – First in India to launch Tyre Pressure Monitoring System (TPMS) based on sensor technology

Key Features and Benefits

- Reduces fuel bills by increasing fuel efficiency
- Reduces breakdowns
- Enhances tyre life
- Enables real time mobile application based alerts for inflation & temperature breaches
- Offers real time asset tracking to avoid tyre theft



How does it work?



Step 1

Our inbuilt smart tyre sensors detect a change in tyre pressure or temperature

Step 2

A signal is wirelessly sent to your Treet care app

Step 3

These alerts are instantly displayed on the screen

Step 4

The Treet care app also gives you complete control of other vehicle maintenance features

Green Tyres

“Green tyre” technology increases fuel efficiency thereby conserving natural resources

Key Characteristics:

- Use eco-friendly materials leading to reduced emissions and increased tyre life-cycle
- Offer reduced rolling resistance (RRC) of up to 40% - today we have one of the lowest rolling resistance Tyre in supply
- No compromise in safety - globally benchmarked and certified by European test agency (ECE R117)



Key Customers

Passenger Car	Tractor	Truck & Bus	OTR	2 Wheeler
			<p>Reliable solutions</p>	<p>2 Wheeler – Electric</p>

Gaining OEM footprint and volumes across segments

**HYUNDAI CRETA,
ALCAZAR & KIA SELTOS**



**MARUTI SUZUKI SWIFT
DZIRE, SWIFT, WAGONR**



TVS APACHE



Force Traveler



TATA INTRA



TATA GOLD



Key Marketing Initiatives



#FutureOfDriving | JK Smart Tyre *(The Future of Driving is here)*

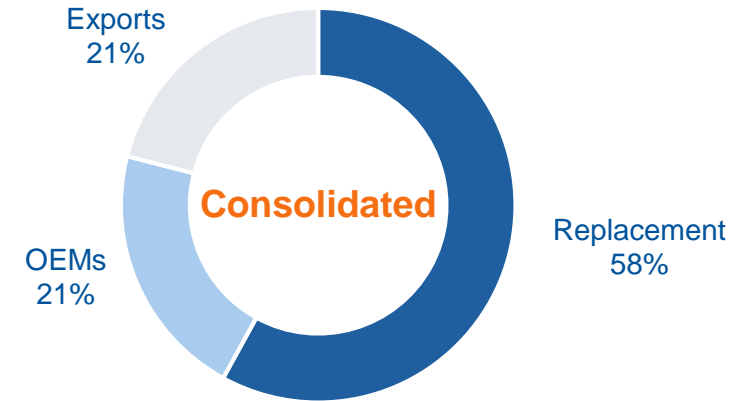
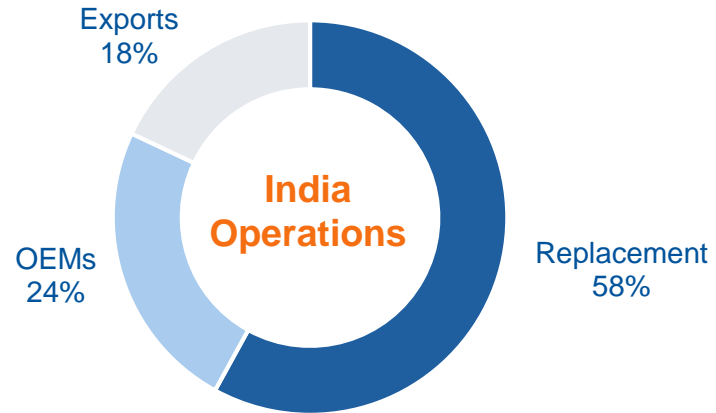


Hits of over 48 million in a less than 6 weeks

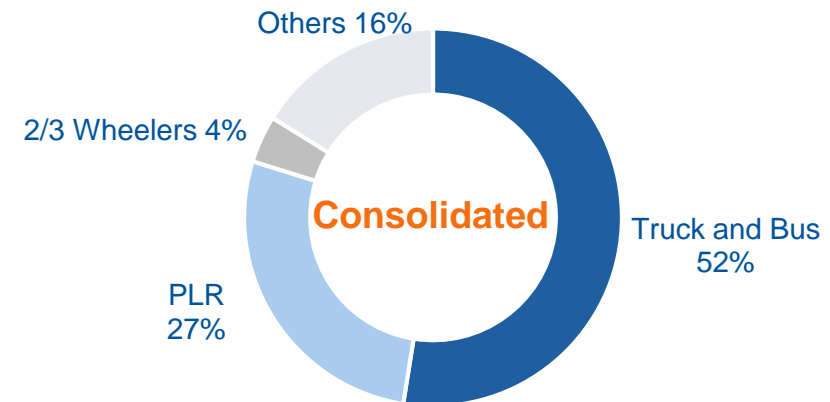
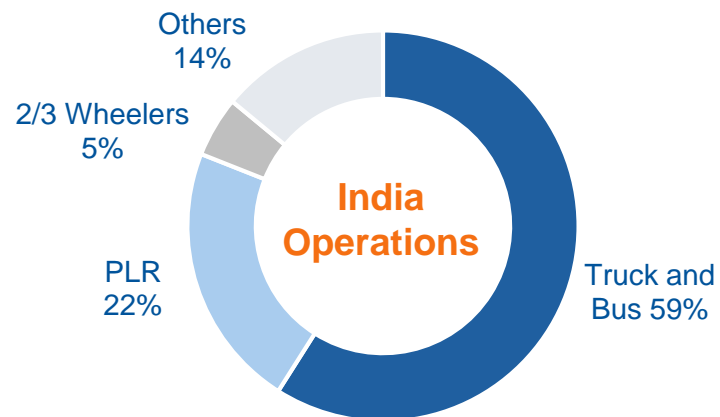
Zindagi Ke Pahiye - Youtube Campaign *(Record hits of over 80 Million – Highest in Tyre Industry)*



Revenue Mix by Market – Q2FY22



Revenue Mix by Product Line – Q2FY22



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Q2FY22 Financial Performance Highlights



(Rs. Crore)	Consolidated			Standalone		
	Q2 FY22	Q1 FY22	Q2 FY21	Q2 FY22	Q1 FY22	Q2 FY21
Turnover	2,998	2,618	2,286	2028	1734	1482
EBITDA	303	289	367	201	188	228
<i>Margin</i>	<i>10.1%</i>	<i>11.1%</i>	<i>16.0%</i>	<i>9.9%</i>	<i>10.9%</i>	<i>15.4%</i>
PBDT (Cash Profit)	197	182	243	143	130	154
PBT	102	75	167	84	69	102
PAT	65	44	110	54	45	69
<i>Margin</i>	<i>2.2%</i>	<i>1.7%</i>	<i>4.8%</i>	<i>2.7%</i>	<i>2.6%</i>	<i>4.6%</i>
EPS (Rs)	2.70	1.88	4.26	2.21	1.81	2.79

H1FY22 Financial Performance Highlights



(Rs. Crore)	Consolidated			Standalone		
	H1 FY22	H1 FY21	% change	H1 FY22	H1 FY21	% change
Turnover	5,616	3,425	64%	3,762	2,283	65%
EBITDA	593	370	60%	390	259	50%
<i>Margin</i>	<i>10.6%</i>	<i>10.8%</i>	<i>(20) bps</i>	<i>10.4%</i>	<i>11.3%</i>	<i>(90) bps</i>
PBDT (Cash Profit)	378	116	225%	273	105	161%
PBT	176	(89)		153	(11)	
PAT	109	(94)		99	(6)	
<i>Margin</i>	<i>1.9%</i>	<i>NA</i>		<i>2.6%</i>	<i>NA</i>	
EPS (Rs)	4.58	(3.81)		4.02	(0.24)	

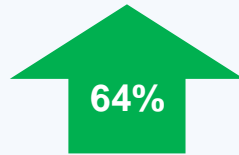
H1 FY2022 Performance Highlights (Consolidated)



Improved performance in H1FY2022

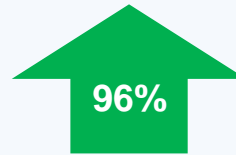
Consolidated Operations

5,616



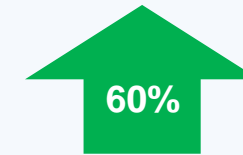
Revenues (incl. exports)
(Rs. Crore)

930



Exports from India
(Rs. Crore)

593



EBIDTA
(Rs. Crore)

378



Cash Profit (PBDT)
(Rs. Crore)

109



Profit After Tax
(Rs. Crore)

4.58

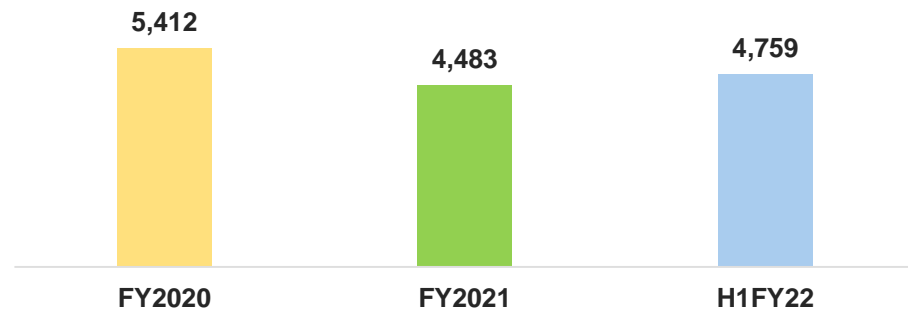


Earnings Per Share
(Rs. per share)

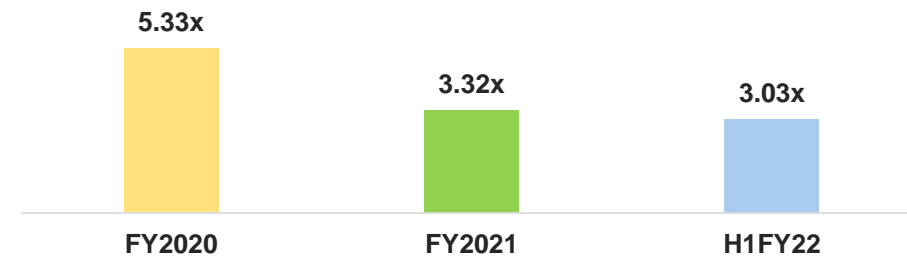
Debt Position on September 30, 2021

Target to reduce Long term Debt by 40% by FY2024

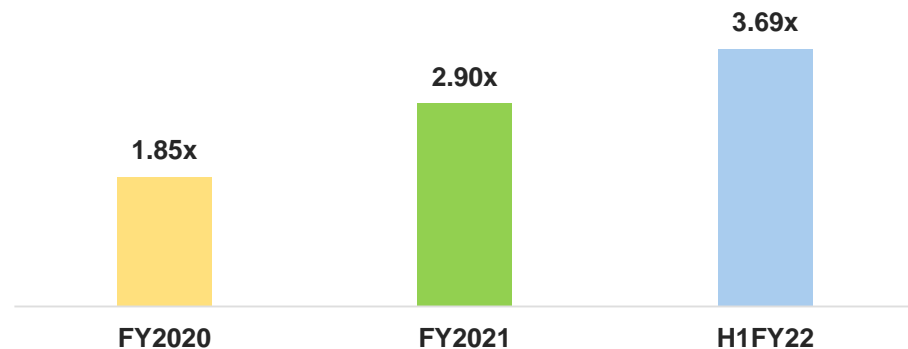
Net Debt (Rs. crore)



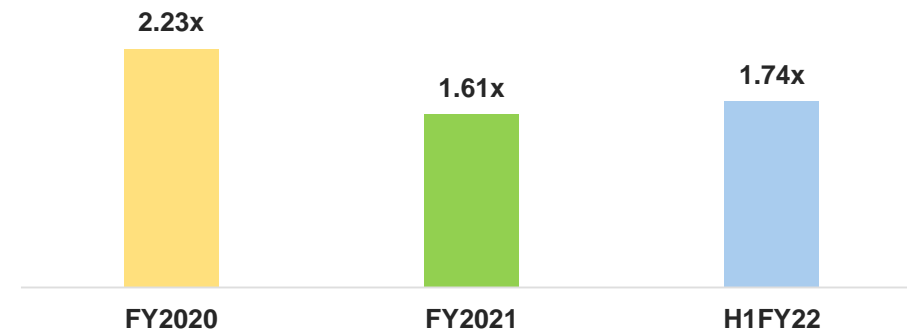
Net Debt to EBITDA (Times)



Interest Coverage Ratio (Times)



Net Debt to Equity (Times)



• Higher net debt is due to increased working capital requirement to operate at higher level of operations

* EBDITA and Interest cost considered on TTM basis for calculation of above ratios.

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Management remains fully committed to implement its strategy to further expand its market presence and gain market share

Strengthen Market Position across Segments

1. Focus on increasing volumes across all product segment in replacement and export segment
2. Expanding distribution channel through exclusive brand shops across PAN India to gain market share
3. Extensive use of digital & AI tools

Increase Global Business Share

1. Launching eco range of products for cars and buses (E-vehicle) fitted with ultra low rolling resistance tyres in domestic and export marketplace
2. Enhancing geographical reach in Europe, Australia and South Africa with wide product range

Deleverage Balance Sheet

1. Net debt reduction of around Rs.929 crores in FY2021
2. Scheduled repayments - 40% debt reduction by FY24.
3. Accelerated reduction in borrowings through improved profitability

Maximizing Benefits of CIL Acquisition

1. Turnaround performance and contributed Rs.398 crores to profitability in FY2021
2. Substantial enhanced capacity across all product segments

Product Portfolio Premiumization

1. Technologically advanced and eco-friendly tyres in line with market requirements
2. Dedicated domain experts for OHT/2W tyres to handle export markets

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We strengthened our ESG initiatives around 5P's sustainability platform



SUSTAINABLE DEVELOPMENT GOALS

* Conceptualized by JK Tyre

Sustainability initiatives & practices leading to resource conservation and manufacturing excellence

Research & Development Led

- Usage of Bio sourced materials
- Higher usage of recycled material

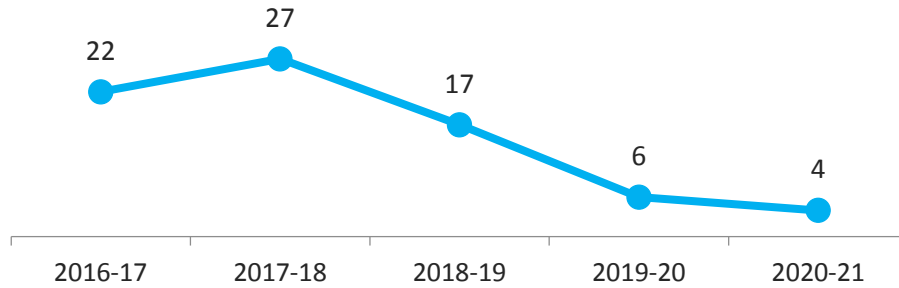
Product Development Led

- Continuous improvement in RRC (Rolling Resistance Coefficient)
- Continuous improvement in tyre dynamics, life and performance

Manufacturing Led

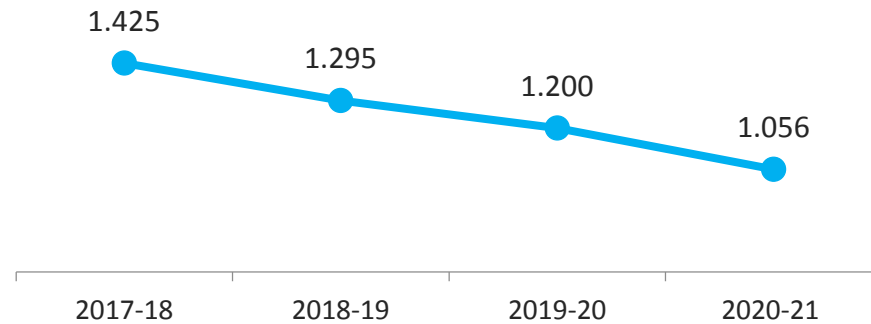
- All plants in India awarded with “Sword of Honour” by British Safety of Council, UK for highest safety standards.
- GHG Emission – Reduction in Carbon footprints
- Energy Conservation – Global benchmark
- Material Conservation – Process waste reduction
- Raw water usage – Global benchmark
- Plantation and Alternate Fuel – eCO2 sequestration & Green Coal (Bamboo & Biomass)
- Manpower Productivity – Improved MDPT
- Zero Waste to landfill
- Single Use Plastic free

Safety – Reportable Incident (Nos.)



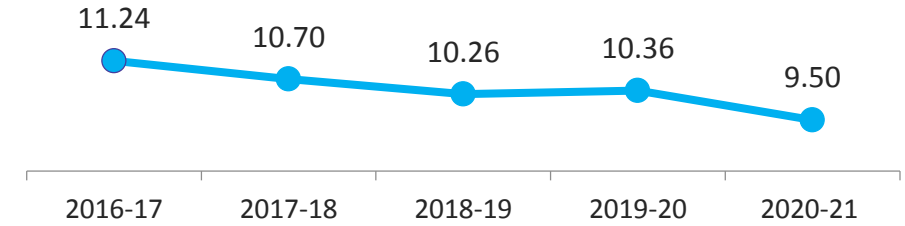
All Plants awarded with “Sword of Honour” by British Safety Council, UK

Green House Gas (GHG) Emission – Eq. CO₂ / MT



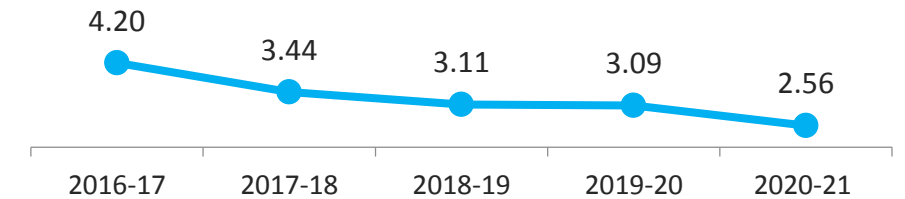
Reducing GHG Emission every year

Energy Consumption (GJ / Tonne)



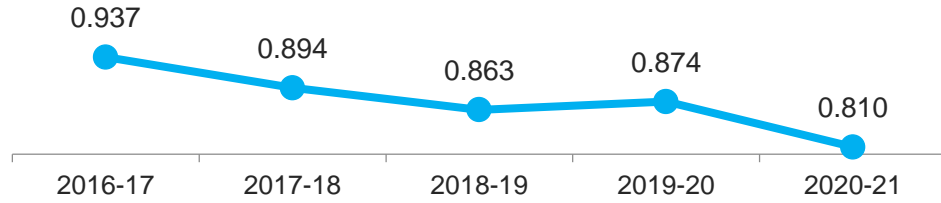
World’s Lowest energy consumption per ton of finish product, amongst top 3 globally

Raw Water Consumption – KL / Tonne



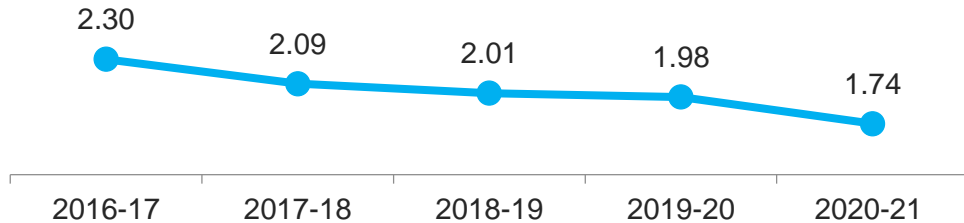
The Lowest Specific Raw Water Consumption Globally

Specific Power Consumption – Kwh / Kg



Reducing Power Consumption trend every year

Specific Steam Consumption (Kg / Kg)



Achieved the best consumption level in FY21

Source : Internal Estimates

Recognitions to our efforts



“Asian Manufacturing Leadership Award for Best in class Green Manufacturing”



“ Energy Management Award for exemplary implementation of ISO 50001 Energy Management System Standard by Clean Energy Ministerial ”



“ National Water Award for Excellence in Energy and Water Management by CII ”

Corporate Social Responsibility (CSR)



Livelihood Enhancement

More than 1 lac people benefitted through our projects, viz., skill building, SHGs, agricultural & livestock development etc.

Education

Adult literacy programs in remote villages (over 50,000 beneficiaries), Mysuru prisoners (over 6,000), Adoption of three ITI's (over 5000 students benefitted), road safety awareness campaigns etc.
Lakshmipat Singhania School in Jaykaygram, Rajasthan (more than 6,000 students in last one decade)

Healthcare & Sanitation

HIV/ AIDS prevention programs, reproductive and child health care program "Parivartan", health camps & eye Camps, toilets construction under Swachh Bharat Mission .
PSRI Hospital & Research Institute (Multi-speciality state-of-the-art hospital in New Delhi)

Water Conservation & Environment

Construction / De-siltation of water tanks (Benefited >1 Lac farmers) & farm ponds, field bunding and plantation

COVID Management

Donated oxygen plant, oxygen concentrators, hospital beds, medicines, masks, PPE kits, sanitizers, food packets to hospitals, health centers, poor and needy people.

More than 10 Lac people have been benefitted through our CSR Initiatives.

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