

OFFLINE CUSTOMER CONNECT IN POST COVID ERA

JK TYRES & INDUSTRIES LTD.

-YAGYA TIWARI



Summer Internship Project Report

On

OFFLINE CUSTOMER CONNECT IN POST COVID ERA

By

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Roll No.: 2019MBA025



Under the Supervision of

PROF. JISHNU CHANGKAKOTI

(Submitted in partial fulfilment of the requirements for MBA degree)

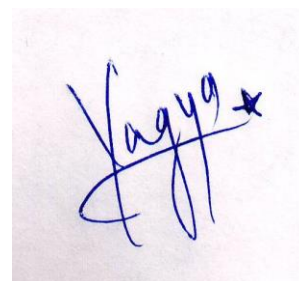
Institute of Management

JK Lakshmipat University, Jaipur

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Declaration

I **Yagya Tiwari**, student of Pinnacle MBA 2019 declare that the project report “**OFFLINE CUSTOMER CONNECT IN POST COVID ERA**” is based on my own work carried out during the course of my internship under the supervision of mentor **Mr. Rajendra Wamanrao Kamble**.



Certificate

It is certified that the Summer Internship Report titled OFFLINE CUSTOMER CONNECT IN POST COVID ERA submitted by YAGYA TIWARI is an original piece of research work carried out by the candidate under my supervision.

Sign. of the Faculty Guide

PROF. JISHNU CHANGKAKOTI

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EXECUTIVE SUMMARY

The report consists of detailed study on the analysis of customer connect and finding out

- Which states or cities are strong for which companies?
- Which are the locations where JK Tyre is not present so Brand JK can improve presence in those areas/markets by connecting with customers?
- Analyzing strong locations for all companies including JK Tyre where JK is a clear Market leader

Besides this the report has details about JK Tyre's CRM – "Customer Relationship Management" program; which is a longest and most successful CRM program in Tyre Industry known as **JK Advantage and JK Baadshah Program**.

The report analysis covers the following topics:

- Brand Presence of Major Tyre Companies (Apollo, CEAT, MRF, Bridgestone)
- Market Presence of Major Tyre Companies and how customers can locate them in this pandemic era
- Market Presence Analysis of mentioned companies based on states, cities, districts and regions
- Market Presence of other brands vs. JK Tyre
- Areas of improvement for JK Tyre in terms of Market Presence to compete with other companies

INDUSTRY & COMPANY OVERVIEW

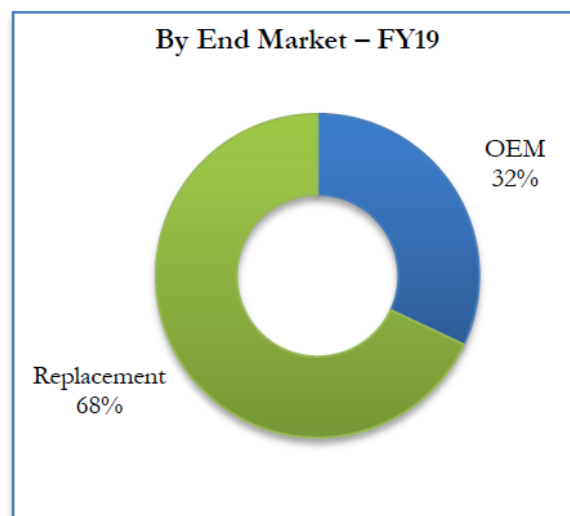
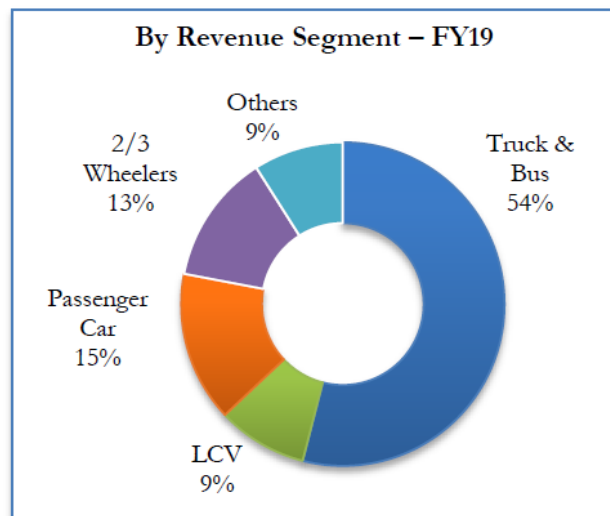
Company Background

- Established Tyre Business in 1977
- Manufacturing and marketing of automotive tyres, tubes & flaps
- Pioneer of radial technology in India and ranked No.1 Truck/Bus Radial (TBR) manufacturer with market share of ~32%
- 12 manufacturing plants (9 in India and 3 in Mexico) having total capacity of ~32 million tyres per annum
- Manufactures wide range of products starting from 2kg (2/3 wheeler) to 3.4 Ton (OTR)
- Among the most energy efficient tyre companies in the world (9.81Gj/Ton)
- Wide range of Products with presence in over 100 countries.
- Extensive Distribution Network in India, Mexico and many other geographies.
- State-of-the-art centralized R&D 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
- A Leading Indian Tyre Manufacturer with over four decades of Experience
- Overview Ranked top 22nd tyre company in the world

Indian Tyre Industry Overview

Overview:

- Indian Tyre Industry generates over `62,000 crore in turnover (US\$ 8.9 bn)
- Commercial Tyre segment (Truck/Bus & LCVs) accounts for ~2/3rd (by value) of total tyre market
- Indian exports –about `12000 crore (US\$ 1.7 bn) to over 100 countries
- Radialisation key driver for growth:
 - Car Tyres: 99%
 - Truck Tyres: 53% (OEM: 73%)



Key Players:

- Indian tyre market comprises of global majors and domestic brands
- Top 5 global tyre players already have a presence in the Indian market
- Top 3 to 4 domestic brands dominate the Indian tyre market which are JK Tyres, CEAT, Bridgestone, MRF, Goodyear, Apollo etc.

Indian Tyre Industry Outlook FY20

- Tyre demand is expected to grow by 7-9%, where OEM and Replacement segment will grow at equal pace.
 1. MHCV tyre demand is expected to be driven by growing freight demand and infrastructure development.
 2. LCV tyre demand is expected to be driven by increasing awareness and shift to low-cost Indian radial tyres by Medium and small fleet operators.
 3. Cars & UV tyre demand is expected to be driven on account of shared mobility and pre-buying due to BS VI Norms implementation.
 4. 2/3 wheeler tyre demand is expected to be driven by increasing penetration in rural and semi-rural areas due to improvement in road infrastructure.
- Imports to remain subdued in FY20 on account of ongoing ADD on imported TBR tyres and higher customs duty on TBR and PCR.

PROJECT OBJECTIVES

The main objectives of the project report is on the basis of Competitor Analysis in Tyre Industry & Opportunities to connect with customer & dealer with the help of CRM tool.

1. Competitor Analysis:

To find weak & strong markets & propose offensive & defensive strategies.

2. CRM:

To create strong connect with dealer & end consumer & propose various engagement activities/ strategies for both.

METHODOLOGY

My method of obtaining the data for the report was based on Quantitative approach. To obtain the data for the analysis, different websites of the competitors were scrutinized with respect to the dealers in different states & cities by using a tool called web scraper. Then the data was segmented by using pivot tables to do the analysis on different aspects. I used specific theoretical perspectives & insights from my mentor & guide for doing the analysis.

Product Range

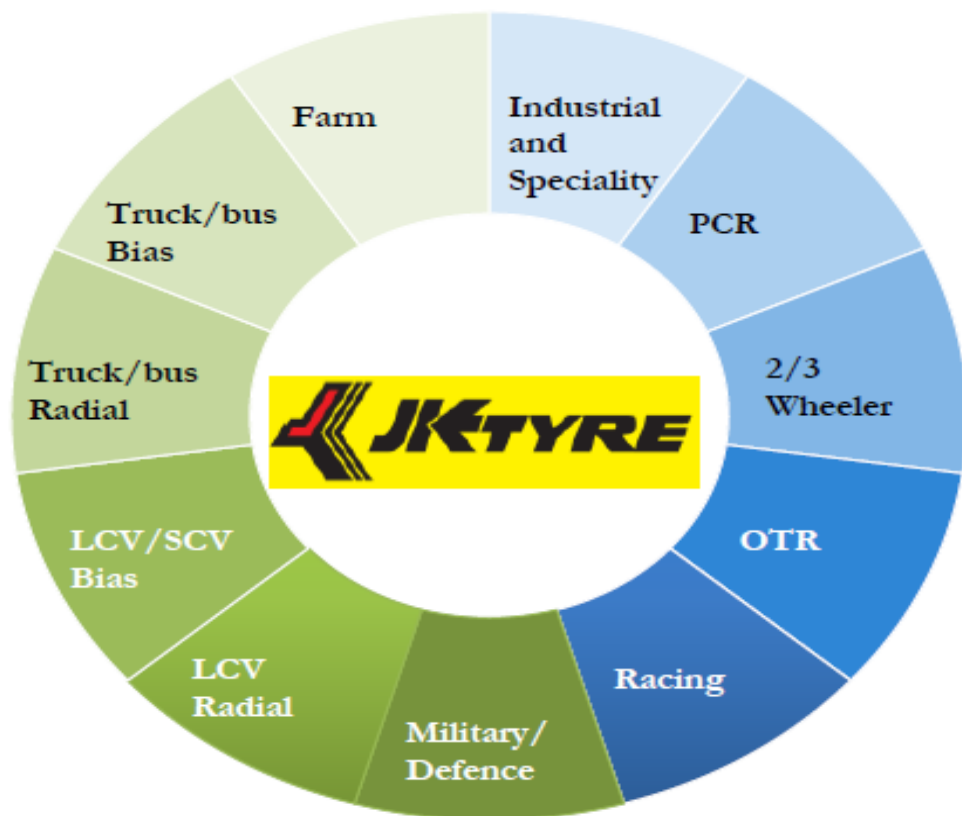
It manufactures a wide range of products starting from 2 kg (2/3 wheeler) to 3.4 Ton (OTR).

The company's tyres are marketed in 5 brands:

1. JK TYRES
2. VIKRANT
3. TORNEL
4. CHALLENGER
5. BLAZER

Product Categories

It includes the following:



JK TYRES

BUSINESS CHANNELS

Indian Distribution Footprint

- ✓ 4,500 Dealers
- ✓ 345 Distributors
- ✓ Tie up with 870 Fleet Operators
- ✓ Tie up with 3 Oil Marketing Companies
- ✓ 140 Sales, Service and Stocking Points
- ✓ 20 Regional Offices



- 45 JK Tyre Truck Wheels
- Fully equipped Tyre service centre offering Total Tyre Solutions



- 355 JK Tyre Steel Wheels
- Exclusive Passenger Car Tyre Retailing



- 114 Xpress Wheels for Small Towns & Semi Urban Markets



- 35 JK Tread centres for value added services such as re-treading

Mexico Distribution Footprint

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

Presence in Other Geographies

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

E-COMMERCE AT JK

Customer Purchase Flow

1. Customer selects which tyre he wants.
2. Select the closest brand shop.
3. Makes the advance payment or chooses to pay later & completes the order.
4. Dealer is notified. He can also check all details through the dealer console app.
5. Customer visits the shop, gets the tyres fitted & completes the pending payments.
6. Tied up with PAYTM for easy & quick payments with added offers & vouchers.

*The orders are right now placed through an external website run by a 3rd party. This project is currently under development.

Distribution Network

JK Tyre adopted a multi-channel approach to widen its sales and service retail network comprising branded shops, multi-brand outlets and dealers of oil marketing companies and OEM franchises. A distribution network was also commissioned to cater to the two wheeler demand in the smaller rural markets. These efforts increased the number of touch points available for end-users across locations, enhancing convenience.

Mobile-Based Business Applications

With the scale of business increasing, the need for faster market responsiveness is rising. The JK Connect Portal provided an interface to channel partners where comprehensive information was available in real-time. Customers could also place orders from their smartphones.

E-Commerce Channels

Some of the common e-commerce channels to purchase tyres are:

- | | | |
|--------------------|------------------|-----------------|
| 1. JK Connect | 5. Snapdeal | 9. Car wale |
| 2. Flipkart | 6. Car dekho | 10. Tyre market |
| 3. Paytm mall | 7. Price dekho | |
| 4. Industry buying | 8. My tyre point | |

Tyre Industry Dealer Network:

Dealers of multi-brand (different companies); single brand; and company owned exclusive showrooms are the leading outlets of tyre sales and customer interactions. Dealers of commercial vehicle tyres and passenger segment tyres are different; though some overlap does exist. Dealers of commercial vehicle tyres are also financing purchase of tyres for commercial vehicles and agricultural tyres.

Dealers are also an important link between the tyre companies and the end consumers and replacement/warranty schemes are implemented by the companies through the dealers.

As per ATMA, (2012-13) report, the tyre and its accessories' distribution system consist of distributors, followed by large dealers and also small/ sub dealers. Some tyre companies also follow a system of appointing C&F (carrying and forwarding) agents, in place of distributors.

Replacement Market:

Tyre companies sell tyres through a widespread dealer distribution network (over 5000 in the country), either through exclusive dealers of the companies or through multi-company dealers.

OEM:

Direct supply by tyre companies through negotiations.

STU:

Direct supply by tyre companies through a tender system.

Government:

Direct supply by tyre companies through a tender system.

Export:

Through dealers in the exporting countries.

Import:

Some tyre companies also import tyres for the domestic market. Such imports are generally from the principal company overseas or from technical collaborator or from tyre companies with which it has an alliance for a particular line of tyres, for example, passenger car tubeless tyres;

With tyre import freely allowed (except Truck/ Bus Radial Tyres) import of various categories of tyres is also taking place. Tyres are imported by importing agents and then marketed through the dealers who are marketing Indian tyres also.

Tyre Industry Customer Journey

The tyre industry has a unique and balanced mix of both B2B and B2C market segments. OEM represents the B2B segment where the customers are the automobile manufacturers. This segment does not require detailed marketing strategies. The replacement category on the other hand is more of a B2C segment and hence requires extensive marketing strategies.

Based on the customer segments, the tyre market can be broadly divided into 2 categories:

1. Original Equipment Manufacturers

This includes automobile manufacturers like Hyundai, Maruti Suzuki, Hero etc. The demand from the OEM market fluctuates directly in line with end-use demand for the automobile/construction equipment segment; it is thus prone to a high degree of cyclicity. The total tyre sales to OEMs are on an average 40-45% of the total sales.

2. Replacement Market

Customers who replace old tyres of their vehicles constitute the Replacement Market. Replacement demand for tyres depends on on-road vehicle population, road conditions, vehicle scrappage rules, overloading norms, retreading intensity and miles driven. It is less cyclical than OEM demand and is generally a higher-margin business for tyre manufacturers. On an average, the replacement market accounts for 45-50% of the total sales.

Factors impacting on buying behaviour of a customer Post COVID era

1. ONLINE PURCHASE:

As due to COVID-19 pandemic, most of the business has shifted to digital platforms which have become opportunities for many but a struggle too!

2. CONTACTLESS ORDERING:

TVS Srichakra has announced a new feature on its retailer app “TVS Eurogrip Bandhan”. The new upgradation on the app aims at providing a comprehensive e-commerce experience with features that help in placing and tracking orders. Understanding the importance of social distancing during these difficult times, the company has now enabled ‘Contactless Ordering’ to facilitate ease of business for its retail partners. The app is available for download on Android and iOS platforms. Retail partners can now use the app to browse the entire range of TVS Eurogrip products and place orders with their respective distributors. In addition to providing reward points on orders, the company will run exclusive offers and promotions for retail partners who use the app to place orders.

3. LESS DEMAND:

The tyre industry in India was already in a quandary with depriving automotive sales owing to the BSVI transition and global slowdown in the international automotive industry. And with the spread of Coronavirus pandemic, the situation has only worsened for the tyre companies. As per a study, the tyre demand is anticipated to keep low even post lockdown and will take some months to get the business on track.

Factors impacting on buying behaviour of a customer Pre COVID Era

1. UNFAVOURABLE WEATHER CONDITIONS:

Heavy rains can restrict vehicle movements & also risk of accidents. So mostly they don't prefer buying in such a season or all-weather grip serves as a factor of how a tire performs in a range of conditions, including on dry, wet, icy, and snowy roads.

2. QUALITY

When shopping for tyres, shoppers are more likely to consider the brand, the length of the manufacturer's treadwear warranty, handling, braking, or the Uniform Tire Quality Grades (UTQG) rating brand name, reputation of the manufacturer, and experience with a particular brand (or recommendation of a particular brand from someone they trust) than getting the lowest price.

3. REPURCHASE FROM DEALERS

Most people go to their dealers where they had previously purchased tires and in whom they had trust. Only a few "shopped around." People have previous good experiences with a dealer, they returned to that dealer for purchases. If they had no experience with dealers, however, they relied on recommendations from family, friends, and sometimes mechanics.

4. ADVERTISEMENTS

Some people check dealer advertisements before purchasing, and even get influenced by the kind of ads, especially those who are automobile fans.

5. DEALER SPECIAL OFFERS

With regard to the kinds of special offers from dealers that influence purchasing decisions, free goodies, vouchers, points, cashbacks etc. Aside from special offers, however, customers also get attracted by a good service, a good return policy, a good warranty, and attractive sales prices influencing their decision to buy from a particular dealer.

6. PURCHASE DECISION

The amount of time it took to make a purchasing decision varied with the reason for buying tires. Customers say if the purchase was based on an emergency (for example, flat tyre), the decision was very quick. In addition, if they were purchasing the same tires that were currently on their vehicle, the decision was quick, particularly if they already knew where they could get the best price. On the other hand, if they knew the purchase was imminent (for example, necessary because of wear but not an emergency), some participants indicated they took more time—up to two weeks or even a month to make a decision. The

most frequent time frames mentioned for non-emergency purchases was anywhere from five minutes to an hour.

CONTRIBUTION OF E-COMMERCE IN TYRE INDUSTRY

The tyre industry has been traditionally dealer driven but today it is witnessing direct to customer model by those manufacturers who have embarked on e-commerce channels. The tyre manufacturers of today face rapidly changing customer behaviour and patterns of purchasing which are moving away from the traditional channels to searching and ordering tyres online. It's a development that is gathering more momentum across different regions of the world with the main driving force being the tech-savvy generation of consumers and their buying behaviour that has impacted other markets in recent years. The normality that has arisen from purchasing other products online makes customers feel more comfortable with the concept of buying a tyre online too.

The tyre industry has generally been a follower rather than a trend setter when it comes to e-commerce. The success of e-commerce sites demonstrates that online purchasing is here to stay. For the tyre manufacturers however, the challenge goes beyond enabling customers to 'click and buy' online and the logistics of fulfilment is a significant consideration in establishing a new business model.

If one looks at some of the ecommerce sites it is possible to locate tyres as a product with all the necessary product detail, but in reality, online purchase is restricted to certain geographies as far as ability to deliver the tyres are concerned. It is exciting for those who use e-commerce for purchases to see the tyre manufacturers starting their e-commerce platforms and supporting the fulfillment part at their own store locations to provide fitting services.

The tyre industry reckons that the massive discounts offered by the ecommerce companies could result in greater movement of vehicles for transportation of goods which may lift tyre sales to an extent.

CHALLENGES:

1. DELIVERING ISSUES

As COVID-19 pandemic is there, it creates a lot of delivery & transportation issues in some cities.

2. MULTIPLE SELLER

Due to many sellers, people often get confused that the purchase they are doing is from a valid seller or not. After getting the product, they find that it's not a genuine product, even if the seller turns out to be someone else & doesn't respond to queries & complaints. This hampers the goodwill of the company.

3. DUPLICACY ISSUES

There are times when an e-commerce website uploads an obsolete product in the name of a company & if there is any fault in the product by mistake then it will deplete the image of the company on social media & even on e-commerce sites by way of review about the product. 100 good customers & 1 bad customer will create a big impact on the company as whenever the customer buys something they check the reviews first.

4. TRUST ISSUES

Customers do not trust easily when buying from an e-commerce website until & unless the person visits the store by himself & asks for the details like which tyre will be the best buy. Hardly people buy tyres online & that's the biggest challenge!

5. AFTER SALE SERVICES

There is a challenge of getting a tyre fit into the car. Customers can buy the tyre but then the company needs to provide the after sale services to its customers which is getting the tyre installed by the assistant.

6. COMPETITORS VISIBILITY

If a consumer is searching for a particular tyre brand for his vehicle online & the top two searches or ads are from the competitors brands then the customer can easily be diverted because those companies were running ads.

7. PERSONAL RECOMMENDATIONS

The in person recommendation made by a dealer is more satisfying rather than choosing from online.

OPPORTUNITIES:

1. GROWING INTERNET USERS:

The internet users globally are increasing every year which is attracting OEM's to sell their product online. On the Internet, the users spend a lot of time and can compare so many products at one time. The consumers find online shopping an easy and reliable source. This in turns drives the Global online tire market.

Several major companies globally are selling tires via online mode. This trend of purchasing tires online is expected to increase over the next five years as well. Currently JK Tyres has also started their sales through e-commerce channels.

2. GROWING VEHICLE PRODUCTION:

Prominent factors influencing the global online tire market is increasing vehicle production globally. Growing automobile production, prominently passenger cars and two-wheelers, coupled with huge vehicle fleets are the major factors aiding the global online tire market.

3. SIMPLIFIED PRODUCT SEARCH:

Helping the clients find the right tyres that suit their requirements is one of the key challenges the tyre industry faces. Narrowing down a vast product catalog to find a single part is an excessively time and effort consuming process. If the customers do not quickly find what they are looking for, it could result in bad goodwill for the company in the long run. An e-commerce platform that successfully integrates a web store with the company's ERP allows the online product search to be based on the model, make, and year of the vehicle, rather than the article number. This puts the power in the customer's hands, giving them ease, flexibility, and convenience in making the right choice.

4. REDUCES PAYMENT & SHIPPING ERRORS:

Automotive companies have many complex variables to consider with every order, such as special conditions or specifications, payment options, and the shipping requirements. Especially in the case of bulk orders or B2B orders, a lot of custom work can be involved. An e-commerce platform offers the freedom and flexibility to provide all of the necessary options and information during checkout, which facilitates even custom orders to be placed online by the customers. This minimizes the payment and shipping errors that are highly likely to happen in the case of bulk orders.

5. PROMOTION OF RELATED PRODUCTS:

An e-commerce platform presents a myriad of opportunities for tyre industry players to cross-sell and upsell their products and consequently boost the overall sales. With the help of an integrated web store, related products can be linked through the company's ERP. By doing this, the web store displays the related products to the customers either during checkout or when they're on relevant product pages.

6. BORDERLESS ECONOMIES:

Mobile technology has empowered consumers in myriad ways. It has opened doors to a digital economy, taking globalization to a new level. Traditional boundaries are clearly blurring, with online retailers

expanding to new geographies. This leaves companies to deal with government regulations, geopolitical status, "stateless income", and extensive local and international competition. Modern e-Commerce businesses are in a race to provide the best premium services to their consumers while finding the right balance between globalization and localization.

LATEST NEWS ABOUT THE COMPANY

1. Lay's campaign

[#Heartwork](#) A tribute to unsung heroes.

LAY'S new initiative to thank farmers, retailers, truck drivers and all other unsung heroes who despite numerous challenges are working tirelessly to bring joy to millions of consumers across the country. Their Hardwork is Heartwork.

Taking this campaign forward, LAY'S aimed to mobilize partners across the industry to pay a tribute to these unsung heroes who have worked tirelessly to bring joy to millions of consumers in India. The idea was to bring the industry together to express gratitude towards these heroes for their continued hard work in the challenging times, which is actually #Heartwork.



2. Hand Sanitizer

Indian tyre industry major and the pioneer of radial tyre technology in the country, JK Tyre & Industries Ltd., has taken yet another step towards its commitment to the nation by producing hand sanitizers under the brand '**Total Control Hand Sanitizers**'.

Dr. Raghupati Singhania, Chairman & Managing Director, JK Tyre & Industries Ltd said, "The JK Tyre Total Control Hand Sanitizer is our latest contribution towards ongoing relief measures of the government in countering the pandemic. This Sanitizer has been developed and produced strictly in accordance with the standards. We will continue with our efforts to fight this pandemic."

JK Tyre developed this sanitizer at its 'Global Tech Centre' , "The Raghupati Singhania Centre of Excellence", Mysore as per the guidelines issued by the World Health Organisation, and acquired all the necessary approvals and licenses within a record time period of eight days. The Company has undertaken the production of the Sanitizer at Jay Kay Gram, Kankroli Plant, Rajasthan.

In addition to contributing to the relief efforts of the Company through distribution in local communities, the sanitizer is also being made available to the entire ecosystem, such as the dealer network and channel partners to ensure right hygiene.



3. Light hearted familiar quotes on social media

In line with the Government's appeal to maintain social distance to counter the spread of COVID-19, **JK Tyre & Industries** recently introduced a unique social media campaign **#DistanceOKPlease** to educate people about the importance of staying at home.

Based on the popular Truck Shayari concept, the campaign appeals to the citizens with witty popular slogans that are often seen on commercial vehicles in India. The Campaign went live on March 29, 2020 across owned social media platforms of JK Tyre ([Facebook](#), [Twitter](#), [Instagram](#)) with a focused outreach through Facebook.

S

The Coronavirus pandemic flare-up has affected the lives of billions around the world, causing the entire economy to succumb to the situation, posing problems for organizations around the globe. It is, therefore, an earnest attempt by JK Tyre & Industries to launch this project, promoting positivity and smiles in the hour of need.

Parallel to the social media initiative, the organization has also coordinated regional efforts, through nationwide drives, to educate truck drivers, retailers and other vendors regarding protective steps against the spread of COVID-19



4. JK TYRE 20 Million Strong

JK Tyre has become the first Indian Tyre brand to reach the 20 Million Milestone. It is not the first time that we have become the first one to do or achieve something. In fact, being an innovation-led company, being first is a habit for JK Tyre. We have always been a pioneer in our industry. Let's take a walk through our glorious history.



SWOT ANALYSIS OF KEY COMPETITORS



STRENGTH	WEAKNESS
1. 1st tyre company in India to roll out 20 million truck & bus radial tyres. 2. Wide dealership network, 105 countries with over 180 global distributors. 3. Strong brand name. 4. Innovative product differentiation i.e. Smart Tyres with use of AI. 5. “Hello JK Tyre”, a dealer-customer-dealer connect service for JK & Non-JK customers using call centre with respect to social distancing. 6. Pioneers of motorsport in India. 7. Only Indian tyre manufacturer to be included in the list of Superbrands India in 2019.	1. Limited market share due to presence of other brands. 2. Low presence in the two/ three wheeler segment.
OPPORTUNITIES	THREATS
1. More tie-ups with automobile companies. 2. Emergence of India as a hub for small car production.	1. Stiff competition from existing & international brands. 2. Price wars. 3. Due to the coronavirus outbreak, lack of demand among customers.



STRENGTH	WEAKNESS
1. Leading global tyre company. 2. Manufacturing across 2 continents. 3. Mix of global & regional brands. 4. Extensive distribution network; 6200 retail dealers in India & 5400 dealer outlets in Europe. 5. Became the first tyre company in India to introduce a range of fuel-efficient tyres in FY2019 highlighting the role played by the R & D team in creating first-to market products. 6. Launched Apollo Alpha—'India's first zero degree steel- belted motorcycle radial tyre' 7. Became the exclusive supplier to Tata Motors' Ultra-electric buses. 8. Starting with a few European countries, the company now has a global partnership with the football club.	1. Low presence in latest car models. 2. Low presence in two/three wheeler segment 3. Brand yet to establish itself like the market leaders
OPPORTUNITIES	THREATS
1. Emerging markets and improved lifestyle 2. More tie-ups with Automobile companies as it's mainly into the B2B market. 3. Improved Infrastructure has fuelled more and more transportation 4. Emergence of India as a hub for small car production	1. Price wars 2. Stiff competition from national and international brands 3. Cheaper technologies 4. Volatility in prices and availability of raw material as India's rubber production is less than its demand. 5. Government Policies w.r.t export duties, import duties, tax levied on automobile industries and economic condition of the nation as it determines the sale of automobiles.



STRENGTH	WEAKNESS
1. MRF has emerged as No.1 in Customer satisfaction in the Inaugural J.D. Power 2018 India Tractor Tyre Satisfaction Index (TTSI) StudySM. 2. MRF became the only tyre company to enter Brandz' list of top 75, 2018. 3. Ranks highest in Customer Satisfaction with Original Equipment Tyres for the 12th time in 16 years. 4. Company has remained in no.1 position in tyre industry and was the first to reach annual turnover of Rs.5000 Crore in India. 5. Strong financial position 6. Diversified into Funschool, MRF Pace Foundation, MRF Racing 7. Advertising as India eco-friendly car tyre making company.	1. Volatility in industrial relations. Ex: the labour unrest 2. Intense competition due to presence of other global brands.
OPPORTUNITIES	THREATS
1. Emerging markets and growth of automobile industry 2. More tie-ups with Automobile companies as it's mainly into the B2B market. 3. Horizontal and concentric Diversification.	1. Price wars 2. Stiff competition from national and international brands 3. Cheaper technologies 4. Volatility in prices and availability of raw material as India's rubber production is less than its demand. 5. Government Policies w.r.t export duties, import duties, tax levied on automobile industries and economic condition of the nation as it determines the sale of automobiles.

COMPETITION MAPPING OF TYRES COMPANY

Brand Presence of Major Tyre Companies

Brand presence is establishing your brand in the lives of your consumers & JK tyres being able to cross more than 4000+ stores in India itself.

1. JK Tyre & Industries Ltd is a leading tyre manufacturer in India and amongst the top 25 manufacturers in the worldwide. JK Tyre has a global presence in 100 countries across six continents, backed by production support from 12 plants – 9 in India and 3 in Mexico.
2. Apollo Tyres Ltd. is one of the best tyre companies in India in terms of Value. The company markets its products under two global brands:
 - Apollo and
 - Vredestein.
3. MRF (Madras Rubber Factory) Limited is the Largest Tyre Company in India in terms of total sales in India. It was not until 1952 when it changed course and turned to tread rubber manufacturing. Thus began its glorious reign as the undisputed leader in the tyre making industry. It is the best tyre company in India in terms of Quality.

Market Presence of Major Tyre Companies & How can customers locate them in this Pandemic Era

1. MRF Tyres isn't just known in the domestic market but also internationally — with presence in 65 countries. In India the top 5 states with its presence are Haryana, Karnataka, MP, Maharashtra & UP.
2. Apollo Tyres has a presence in over 100 countries & in India its market presence is in these 5 states which are: Haryana, Maharashtra, Rajasthan, Tamil Nadu & UP.
3. JK Tyres company has global presence in 100 countries where 76 distributors in Middle East & South East Asia, 61 distributors in Africa & 60 distributors in North & Latin America. In India its presence is in 5 major states which are: Karnataka, Maharashtra, Rajasthan, UP & Tamil Nadu.

For customers its been hard to locate their tyres & get their services done due to pandemic but now the concept of Online Tyre Retailing has become more prevalent.

The Internet played a significant role, in terms of discovery, comparison, road tests and online offers. Moreover, the e-commerce biggies have infused greater levels of confidence among Indian consumers looking for online shopping. Likewise, it has also encouraged people to buy tyres online. Besides the traditional walk-in stores and showrooms, the increasing demand for tyres online has opened another channel for retailers to hunt potential consumers. In the past couple of years, the tyre industry has witnessed a promising increase in the online tyre shopping arena. And why it shouldn't be, as the online tyre buying habit has seen an exponential rise across the globe.

Besides B2B (business to business) and B2C (business to consumer) marketing platforms, the lately surfaced trend is of O2O ('online' to 'offline') platform, which explains the online tyre selling business aptly. So, the buying process starts when:

Step 1) A buyer goes to a particular website and selects the tyre that is to be fitted in the vehicle.

Step 2) The buyer chooses the nearest local fitting station and fixes an appointment as per the date and time of tyre delivery.

Step 3) After paying the all-inclusive price on the website, the consumer needs to appear on the appointed time at the chosen tyre garage to get the tyre installed.

But the pandemic has created a lot of restrictions to run this business. Things like contactless deliveries and ordering has become a necessity to make the business run efficiently. The company needs to bring the concept of "Mobile Tyre Fitting" where the company person or dealer comes to your home and fits and balances the tyres & are about the same price as a bricks-and-mortar tyre business.

Eg: TVS Srichakra Adds E-Ordering Facility On Its Retailer App. The company is also offering lucrative deals to promote the use of the app. They launched the TVS Eurogrip Bandhan app last year to enable loyalty programmes and majority of their retail partners are already well versed with it. The "Click-to-Order" feature that they are now launching is an industry first and will enable their retail partners to place orders at their convenience and not necessarily wait for a salesman visit.

SOLUTION

Hello JK

A Dealer-Customer-Dealer connect service for **JK & Non-JK Customers** using our Call Centre

JK TYRE
TOTAL CONTROL

ALWAYS AT YOUR SERVICE
JK Tyre cares for you in this social distancing times and is at your service to serve all your tyre queries and needs.

HELLO
JK TYRE

1800 258 1100
9 AM - 8 PM

*The orders are right now placed through an external website run by a 3rd party. This project is currently under development.

Market Presence Analysis of mentioned companies based on states, cities, districts and regions

1. Maharashtra is the top state for JK Tyres with 11.1% of market presence & Pune & Thane being the top cities of the brand with 2.9% of reach in these cities. 9.6% in UP, 8.4% in Rajasthan with Jaipur as a leading spot for the brand covering 1.8% of JK Tyres stores.
2. MRF generates huge market presence from these top 3 states which are: Karnataka (14.5%) specially in Bangalore (5.9%), UP (10.62%) & Maharashtra (8.2%) from Pune & Thane (1.8%) as top cities.
3. Apollo Tyres presence is majorly in Maharashtra (16.7%) where top cities are Pune & Thane (3.5%), UP (10.1%) & Rajasthan (9.3%) from Jaipur (1.1%).

Market Presence of other brands vs JK Tyre

1. In Maharashtra the most brand presence which is dominating the whole state is Apollo tyres with over 646 stores in the cities. Then comes JK Tyres with over 473 stores & then MRF with just 169 stores.
2. JK Tyres presence in UP is in a lead than other brands with over 406 stores than Apollo Tyres having 390 stores & MRF with 217 stores.
3. MRF being the market leader in terms of sales has the highest number of brand presence in Karnataka (14.5%) especially in Bangalore (5.92%).

SOCIAL MEDIA PRESENCE

They have a major presence & engagement on Facebook than Instagram, Twitter & LinkedIn. There are 2 different groups on Facebook for dealers & fleets in which they regularly share useful articles published on different resources, wishes the dealers & the fleets on their special occasion i.e. birthdays, anniversary & work anniversary. In addition to this they also share the testimonials of dealers congratulating the company on completing 20 million Truck & Bus Radial Tyres #JKTyre20MillionStrong.





JK Tyre Community is with Vilas Sonje.

Admin • Yesterday at 5:09 PM • 📷

HAPPY BIRTHDAY!

JK Tyre sends you smiles for every moment of your special day. Have a wonderful time with your family and a very happy birthday!



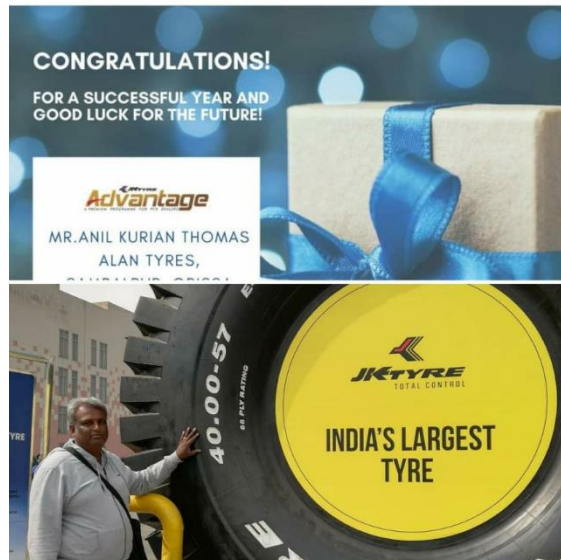
JK Tyre Community is with Anil Kurian Thomas.

Admin • Yesterday at 5:58 PM • 📷

CONGRATULATIONS!

Congratulations to ALAN TYRES, ORISSA for growing their business successfully! Thank you for being an essential part of our family and wish you luck for the future. Partners like you are truly an inspiration to all.

#BusinessAnniversary #celebration #JKTyre



JK Advantage Community >

PRIVATE GROUP · 1K MEMBERS



+ Invite



JK Tyre Community shared a post.

Admin • Jul 28 at 11:11 AM • 📷

<https://www.facebook.com/110686585792228/posts/1373428782851329/>



JK Tyre

Jul 27 at 3:00 PM • 🌐

The indomitable trust and continuous support of our valuable partners like Mr. Virendra Kumar Agarwal from Arawali Cargo Movers, Jaipur has made #JKTy... See More





JK Tyre Community shared a link.
Admin · Jul 24 at 2:00 PM · 🌐

The requirement of the additional tyres has been done away with in such vehicles if provided with the Tyre repair kit and TPMS has been provided.

To know more, check out full article on-

<https://www.livemint.com/news/india/no-need-of-additional-tyres-road-ministry-brings-changes-in-motor-vehicle-rules-11595402220978.html>



LIVEMINT.COM

No need of additional tyres, Road Ministry brings changes in motor vehicle rules



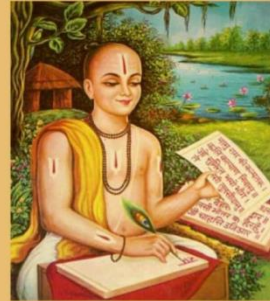
JK Tyre Community

Admin · Jul 27 at 10:30 AM · 🌐

Sending you all the warm wishes this Tulsidas Jayanti.
JK Tyre

Advantage

JKTYRE
TOTAL CONTROL



Tulsidas Jayanti



JK Tyre Community is with Jaspreet Singh Kohli.

Admin · Jul 10 at 6:12 PM · 🌐

HAPPY ANNIVERSARY!

JK Tyre wishes you a Happy Anniversary! May all your days be filled with love, joy and happiness. Enjoy the day and always stay smiling

#WeddingAnniversary #SpecialWishes #JKTyre #Celebrations



31

3 Comments



JK Tyre Community is with Ajeesh Wheelmate.

Admin · Jul 17 at 3:42 PM · 🌐

CONGRATULATIONS!

Congratulations to WHEEL MATE TYRES, COCHIN for growing their business successfully! Thank you for being an essential part of our ... See More



OBSERVATIONS

After working for 2 months the following observations were noticed:

- Very less interaction on social media platforms especially Instagram & LinkedIn.
- Recently lay's did a campaign where they were grateful for the brands who worked during the pandemic by serving the society but the company didn't responded on it.
- There should be a lot of connectivity with dealers throughout the country as this is the most uncertain situation for many as most of them are either not earning or struggling to find any customer.
- They have a greater interaction & engagements on Facebook where they share testimonials, wish dealers families, celebrate occasions etc.
- They should soon launch their helpline "Hello JK" as this is the right time to grab the market.

APPENDIX

<https://www.techsciresearch.com/news/2973-the-rise-of-global-online-tires-market.html>

<https://www.spendedge.com/blogs/automotive-industry-challenges-e-commerce-can-solve>

<https://www.youtube.com/watch?v=oR7zpcitFh8>

<https://www.facebook.com/110686585792228/posts/1369902236537317/>

<https://www.facebook.com/110686585792228/posts/1372398452954362/>

<https://www.facebook.com/110686585792228/posts/1373428782851329/>

<http://20milliontr.jktyre.com/>