

**Summer Internship Project Report**  
**On**  
**Analyze the Impact of Mahawarranty policy on the end**  
**customer with respect to JK and compare it with Apollo and**  
**MRF policies**



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

**Institute of Management**  
**JK Lakshmipat University, Jaipur**  
**(2019-20)**



## DECLARATION

I **HITESH BHATRA** student of **JK LAKSHMIPAT UNIVERSITY, JAIPUR** batch 2019-2021 declare that every part of the project report **"Analyse the Impact of Mahawarranty policy on the end customer with respect to JK and compare it with Apollo and MRF policies"** At **JK TYRE & INDUSTRIES Ltd.** submitted by me is original.

I was in regular contact with my faculty guide and contacted many times for discussing the project.

Date of project submission:

Signature

Faculty mentor's Comments: -

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*Debraj Tripathy*  
Signature

Debraj Tripathy  
Faculty Guide



## CERTIFICATE

It is certified that the Summer Internship Report titled **Analyze the Impact of Mahawarranty policy on the end customer with respect to JK and compare it with Apollo and MRF policies** submitted by **Hitesh Bhatra** is an original piece of research work carried out by the candidate under my supervision.

Sign. Of the Faculty Guide  
(Debraj Tripathy)



# ACKNOWLEDGMENT

Words are indeed inadequate to convey my deep sense of gratitude to all those who have helped me in completing my summer internship project to the best of my ability. Being a part of this project has certainly been a unique and very productive experience on my part.

I owe a debt of gratitude to JK Tyre & Industries Limited for giving an opportunity to practical exposure of corporate.

I am really thankful to my mentor Mr. Prabhash Khamesra(Zonal Manager Sales-North) for making all kinds of arrangements to carry the project successfully and for guiding and helping me to solve all kinds of queries regarding the project work. His systematic way of working and in comparable guidance has inspired the pace of the project to great extent.

I express my deep sense of gratitude to my faculty guide Mr. Debraj Tripathy for his valuable guidance during my report work.

This project also would not have been successful without the help of Mr. Ankur Jain (Dy.Regional Manager) & Mr. Suresh Choudhary(Sales Officer,Jaipur), last but not least I would like to thank all the employees of JK Tyre who have directly or indirectly helped me with their moral support for the completion of my project.



# EXECUTIVE SUMMARY

This summer internship project report based on the two months internship program that I had successfully completed in JK Tyres Ltd. It is a leading Tyre company In India. I got the topic for my project on “Analyse the Impact of Mahawarranty policy on the end customer with respect to JK and compare it with Apollo and MRF policies”. I was potentially guided by my Mentors Mr. Prabhash Khamesra, (ZM-Sales-North). They gave me great confidence to do work sincerely and efficiently.

The purpose of Summer Training is not merely doing a project, but to have a first- hand insight and exposure to the Organization. It is not only helping in enhancing the academic knowledge but also to let us know how to put academic knowledge into a practical application in a working environment.

I wish to express my appreciation and thanks to all those with whom I had the opportunity to work and whose thoughts and insights has helped me in enhancing the knowledge and understanding of the Training practice in JK Tyres Ltd.

I had a very vast exposure and understanding of what the Sales Department is about, the functions that it takes care of, the wide stretch of the department, the lines and areas in which we can work and how easily we can work if we know the basic concept of what is to be done irrespective of the scale of the organization we’re working in.

I was formally assigned the project of “Analyse the Impact of Mahawarranty policy on the end customer with respect to JK and compare it with Apollo and MRF policies” The study has two major area: one is to analyse the impact of JK Tyre Mahawarranty policy on the end customer and second is to compare Mahawarranty policy impact on consumer with its competitor companies Apollo and MRF. From this study I also got an opportunity to learn What Mahawarranty Policy is. How Mahawarranty Policy works? What are the benefits of the Mahawarranty Policy to customers? Why company give Mahawarranty policy benefits to customer. I was made to understand all the processes that fall under the sales department which are related with the warranty policy of the company.

For the study market survey are carried out with designed questionnaire, sampling and data collection. From the survey, it has been found that among these brand JK Tyre After sales service and Mahawarranty policy is satisfying the customer needs.

This period gave me a fair exposure of the corporate world and I got an idea of how much and what will be the expectation of a hirer from us as an employee so that we can prepare ourselves accordingly. Other than these learning’s there were various practical and conceptual learning’s I gained under my mentor which I may or may not be able to mention in this project report.



Two months after the completion of first year of MBA the students are officially allowed to work in a company as an intern for the following reasons –

- We are assigned a mentor under whom we can work and from whom we can gain infinite knowledge. Any job doesn't give us the permission to investigate the working of a senior employee and know what all work is to be done at a high managerial level, but this also gives us a chance of doing that.
- Whatever we have been studying in our textbooks and whatever lessons we're learning from our respected teachers. we understand the importance and significance of that. We get to know how much of it is implemented in the smallest to largest of tasks.



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# **INDUSTRY AND COMPANY OVERVIEW**



# INTRODUCTION

## **TYRE INDUSTRY OVERVIEW**

The origin of Indian Tyre industry laid its foundation back to 1926 when Dunlop Rubber Limited Company made its first set up first tyre company in West Bengal. The Indian Tyre Industry is an essential part of the Automobile Sector as it contributes to 3% of the manufacturing GDP of India and 0.5% of the total GDP directly.

Indian Tyre market has a consumption volume of 190 million units in 2019. India is the fourth largest tyre market throughout the world after China, Europe and United States. The Indian tyre market is driven by increasing radicalization mostly of truck and bus tyres, though tyre industry has a vast consumer base, they are used in all types of vehicles such as passenger cars, military vehicles, motorcycles etc.

Indian tyre industry has almost jumped its value from Rs 30,000 crores in 2010-11 to Rs 63,000 crores in 2018-19 of which 90-95% came from the domestic markets. The top three companies which capture the 60% revenue share of the whole of market are JK Tyres, Apollo Tyres and MRF.

Indian tyres are meant to perform under difficult and extreme road conditions and tyre companies follow a unique warranty policy where pro-rata adjustments are made for manufacturing defaults through its dealers. The Indian tyre industry is one of the most competitive markets because of technological innovation and ultra-modern production facilities and availability of raw materials at a nominal price, this industry has set to future growth.

Tyres are divided into 2 segments:

1. **Replacement Segment:** This market currently dominates the tire market accounting for total sales. Replacement market is linked to the usage patterns and replacement cycles by the consumers of the product. It is the B2C (Business to consumer) segment, customer directly contact the companies for any problems faced with the Tyres and as your customer should be a first priority every Tyre manufacturing unit is focusing on this segment to build good relations with its customer.  
Also, during this pandemic period many Tyres got flat and in wear or tear conditions due to hot climatic weather in the domestic market it inflates the replacement market demand, so replacement tyre market is at a slow pace growth even in these times.
2. **OEMs Segment:** Demand for OEMS segment is driven by new automobile sales market but as the situation of country is going all the manufacturing units were closed down and hence this market is falling down for tyre companies because automobile manufacturers are not placing much demand with them, it's a



B2B market segment as both business tries to fulfill each other's needs and boosts the sales of both the business.

According to the data we can also see what market share does both the tyre segments have and which market is at a growth in the current scenario.

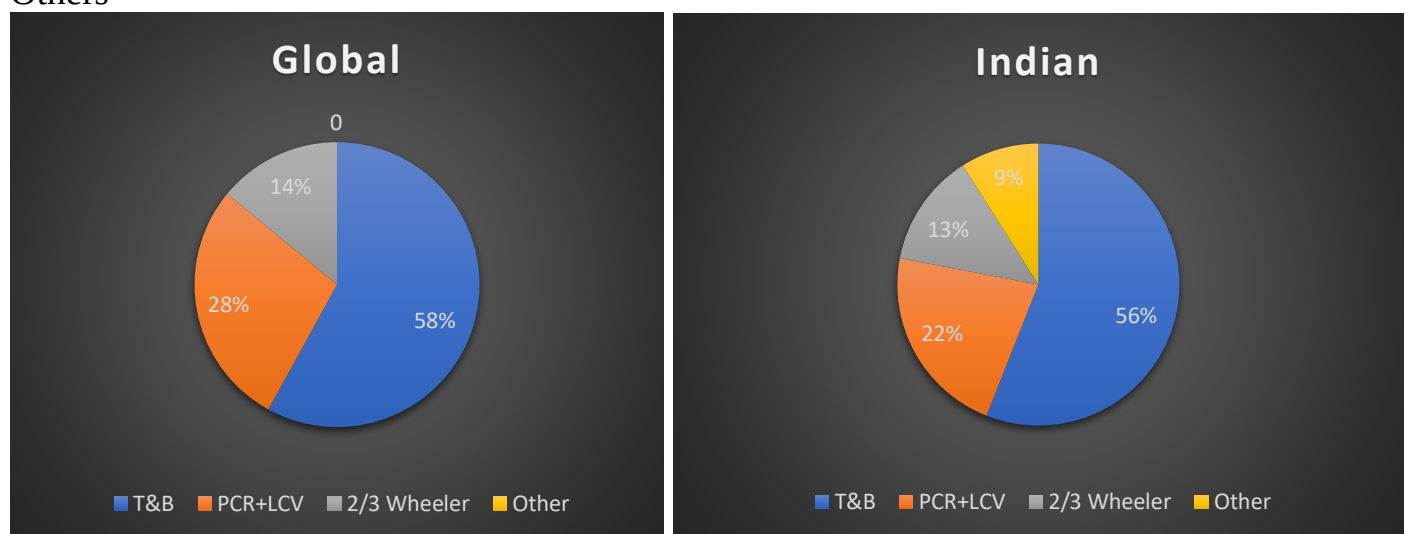
| 2010-11         |   | 2018-19          |
|-----------------|---|------------------|
| Replacement 62% | – | Replacement -72% |
| OEMs -38%       |   | OEMs -28%        |

Indian tyre market is skewed towards the replacement segment which contributes 72% of total revenues. Whereas in volume terms the replacement segment contributes around 60% indicating realizations that the replacement market is clearly greater than OEMs (Original Equipment Manufacturer) market.

Tyre industry is mostly raw material intensive. A simple round tyre has been produced by complex assembly of more than 250 raw materials out of which it has some major components that includes natural & synthetic rubber, nylon tyre fabric, bead wire carbon black, reinforcing non-black fillers like silica, vulcanizing agents & antioxidants.

In India the ratio of the synthetic rubber to the natural in the profile of the raw materials consumption is approximately 20:80, which stands in contrast to the ratio of 70:30 for developed countries. The natural rubber is more resistant & is therefore more suitable to Indian roads.

Truck & Bus(T&B), Passenger vehicle (PV), 2/3-Wheeler, Off-Highway Tyres (OHT) & Others



T&B tyres in India generates the major revenue i.e. 56% of total revenue whereas globally it's the PCR (Passenger Car Radials) contribute the largest portion of the revenue. This is mainly because of very low penetration of passenger vehicles in India – below 20 per 1,000 people



whereas in China the number is 69 per 1,000 people and 786 per 1,000 people in US. In terms of volume (tonnage) T&B contributes around 50% of the total volume

The demand from OEM's is widely spread across the segment where T&B contributed 35% and PVs & 2/3 Wheeler's contributed 25% & 22% respectively. In term of the replacement segment the demand was more skewed towards the T&B tyres which contributed 61% and PVs & 2/3 Wheeler's contributed 14% & 9% respectively.

### **MANUFACTURING PROCESS: -**

Tyre is manufactured by complex assembly of more than 250 raw materials amongst which the major components include natural & synthetic rubber, nylon tire fabric, bead wire, carbon black, reinforcing non-black fillers like silica, vulcanizing agents & antioxidants.

The process begins with the mixing of basic rubbers with process oils, carbon black, pigments, antioxidants, accelerators and other additives, each of which contributes certain properties to the compound.

These raw materials are mixed in giant blenders called Banbury machines operating under high heat and pressure. They blend the many ingredients together into homogenized batch of black material with the consistency of gum. The mixing process is computer-controlled to assure uniformity. The compounded materials are then sent to the next stage of processing for further processing into sidewalls, treads or other parts of the tyre.

The first component to go on the tyre building machine is the inner liner, a special rubber that is resistant to air and moisture penetration and takes the place of an inner tube. Next comes the body plies and belts, which are often made from polyester and steel – Plies and belts give the tyre strength while also providing flexibility. The belts are cut to the precise angle and size specified by the tyre engineer to provide the desired ride and handling characteristics.

Bronze-coated strands of steel wire, fashioned into two hoops, are implanted into the sidewall of the tyres to form the bead, which assures an airtight fit with the rim of the wheel. The strands are aligned into a ribbon coated with rubber for adhesion, then wound into loops that are then wrapped together to secure them until they are assembled with the rest of the tyre.

Radial tyres are built on one or two tyre machines. The tyre starts with a double layer of synthetic gum rubber called an inner liner that will seal in air and make the tyre tubeless.

Then, come two layers of ply fabric, the cords – two strips called apexes stiffen the area just above the bead. Next, a pair of chafer strips is added to resist the chafing from the wheel rim when mounted on a car.

The tyre building machine pre-shapes radial tyres into a form which is very close to their final dimension to check whether components are placed in proper position before the tyre goes into the mild.

Now the tyre builder adds the steel belts that resist punctures and hold the tread firmly against the road. The tread is the last part to go on the tyre and is pressed firmly together by automatic rollers. The result is called a “green” or uncured tyre, ready for inspection and curing.

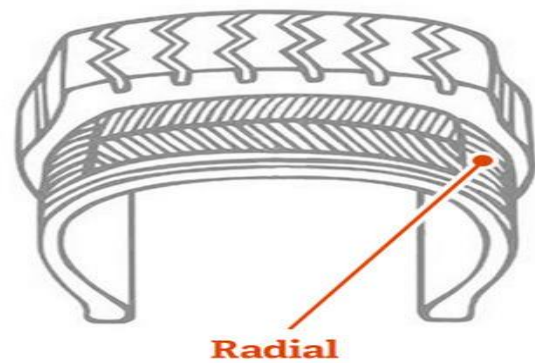
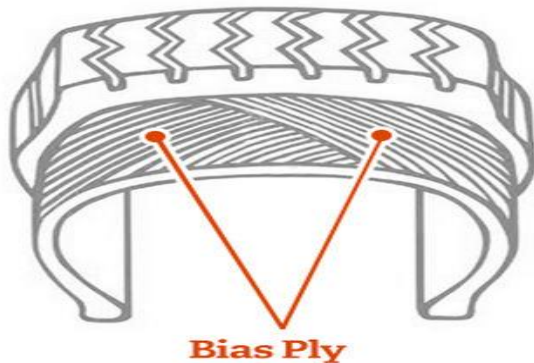
The curing press is where tyres get their final shape and tread pattern. Hot melds like giant waffle irons shape and vulcanize the tyre. The melds are engraved with the tread pattern, the sidewall markings of the manufacturer.



Tyres are cured at over 300 degrees for 12 to 25 minutes, depending on their size. As the press swings open, the tyres are ejected from their moulds onto a long conveyor belt that carries them to final finish and inspection.

### Two Types of Tyres: -

- Radial Tyres
- Biased Ply Tyres



**RADIAL TYRES:** In radial tyres the steel belts run at a 90-degree angle with the tread line. It allows the sidewall and the tread of the tyre to function independently. Thus, there is low sidewall flex and more contact with the ground.

#### Pros of Radial Tyres:

- Run cooler at highway speeds and under load
- Steel belts provide together construction and higher puncture resistance
- Provide a much wider footprint that keeps the vehicle stable

#### Cons of Radial Tyres:

- The sidewall is more prone to damage
- Produce more noise due to harder tread area
- Curb impacts can cause sidewall damage

#### BIAS PLY TYRES:

In bias ply tyres the nylon belts run at 30 to 45-degree angle with the tread line. The multiple, over lapping rubber plies in these tyres connect the sidewall and tread. The stiff internal construction causes less contact with ground and may result in overheating.

#### Pros of Bias Ply Tyres:

- Smoother functioning on rough surfaces as compared to radial tyres
- Tougher sidewalls due to the crosshatch construction
- Less expensive the radial tyres.

#### Cons of Bias Ply Tyres:

- High rolling resistance which reduces fuel economy
- Roll-over effect causes loss of traction while cornering
- Faster treadwear due to higher traction levels.



## **JK ORGANIZATION**

J.K. Organization is an eminent industrial conglomerate head-quartered in India with a legacy of more than 125 years. It has a very diversified business, diverse production line and a multi-location operation, with its footprints in various countries across the world. It has overseas manufacturing operations in Mexico, Indonesia, Romania, Belgium, Portugal and UAE and Switzerland.

JK Group has its main headquarters in Kanpur, Delhi and Mumbai and is owned by Singhanian group. This Group manufacture and sell a large range of products with influential position in several areas including Automotive tyres and tubes, Paper & Pulp, Cement, V-Belts, Oil Seals, Power Transmission Systems, Hybrid Seeds, packaged Food & Dairy Products. The company has a large-scale insurance arm and provides software and technological solutions to the armed forces.

JK Group products have an impressive brand recall and enjoy a good market share in their respective segments. The potent brand equity of the Group has been built through use of latest technologies, continuous research & development and innovation. The Organization has set up highly reputed Research and Development Institutes in various fields.

JK Group's manufacturing facilities avails strong standards of compliance in terms of emissions and resource consumption, validating its concern for the environment. Its units have been conferred with various awards for exemplary efforts taken towards export and for the betterment of ecology, such as the manufacturing facilities are continuously enhancing the share of renewable energy consumption in a endeavour to get through the processes for environment sustainability



## **JK TYRE & INDUSTRIES LTD**

JK Tyre & Industries Limited is an automotive Tyre, tubes and flaps manufacturing company based in Delhi, India. Inspired by the cause of the Swadeshi movement of Mahatma Gandhi, & driven by the zest to set up an Indian enterprise, Lala Kamlapat Singhania founded JK organization in the 19th century in new industrial era in India. The name JK is derived from the initials of Kamlapatji (1884–1937) and his father Seth Juggilal (1857–1922).

It is a leading tyre manufacturer in India is amongst the top 25 manufacturers in the world with a wide range of products diversifying into various business segments in the automobile industry. It has global presence in 100 countries across six continents, with 12 manufacturing units out of which 9 are present in India and 3 in Mexico. JK Tyre has 9 modern plants in India which are strategically located at:

- Mysore (Karnataka) -3 plants
- Banmore (Madhya Pradesh)
- Kankroli (Rajasthan)
- Chennai (Tamil Nadu)
- Haridwar (Uttarakhand) – 3 plants

The capacity across all its plants is about 35 million tyres per annum. They are known as the Pioneers of radial technology, JK Tyre is currently the market leader in Truck /Bus Radial segment. With over three decades of technological innovation, JK Tyre offers tyre for entire range of passenger and commercial vehicles, starting from a 3 kg two-wheeler tyre to a 3.5-ton OTR tyre. JK Tyre & Industries Ltd has a strong network of 4000 dealers and over 500 dedicated Brand shops called as Steel Wheels and Xpress Wheels providing complete solutions to its customers.

Besides India, JK Tyre enhanced its global manufacturing spread through the acquisition of a Mexican tyre major – Tornel in 2008 to further strengthen JK Tyre's global market. In addition to Mexico, to meet the increasing demand for tyres in the global tyre markets, they have entered into outsourcing engagements with tyre companies in China for truck/bus radial tyres.

There are variety of tyres manufactured by JK Tyres such as follows:

1. Passenger Car Tyres, Farm Tyres
2. Off the road tyres, Three-wheeler tyres
3. Three-wheeler tyres
4. Rethread
5. Commercial Tyres (Truck/Bus Radial tyres, Truck/Bus Bias tyres, Truck/Bus Bias tyres)
6. Small commercial vehicle tyres.

JK has also started producing Smart Tyres because the regular tyres are more prone to accidents and breakdowns etc. but this smart tyre technology helps to maintain tyre health.



Healthy tyres tend to reduce fuel consumption and other maintenance requirements of the vehicle. This technology also helps to monitor various parameters of tyres that directly or indirectly affect other parts of the vehicle. Top competitors of JK TYRE in the market are: Apollo tyres ltd., MRF tyres ltd., Bridgestone, Ceat etc. Though MRF & Apollo have created more brand value in the market JK Tyres with his constant efforts in attaining efficiency can build its brand value equal to them.

The main aim of JK tyres is to build a trusted brand and become a customer obsessed company delivering enhance value to all its shareholders.

### **CORE VALUES**

JK Organization has been a forebear in the economic and social enhancement of India. It always aimed at creating employment opportunities for large number of people of its country and serve good quality products. It has aimed at producing itself to make India self-reliant by pioneering the production of several industrial and consumer products and adopting the latest technology and starting up its research and development institutes. JK Organization is an association of industrial and commercial companies and charitable trusts. They have employed nearly 50,000 persons in the manufacturing of a variety of products and in diversified fields of commerce

Trusts are devoted to promoting industrial, technical and medical research, education, religious values and serving a better living standard for many people of the country.

With the spirit of social consciousness uppermost in mind, J.K. Organization is committed to the cause of human advancement.

### **VISSON:**

- To be amongst the most trusted companies with a global tyre brand.

### **MISSION**

- Be a Customer Centric Company - Customer is the priority 24x7
- Most profitable tyre company in India - deliver enhanced value to all stakeholders
- No. 1 tyre brand in India and amongst leading tyre brands globally
- Lead with premium products through technological edge
- Enhance global presence through acquisitions/JV/strategic partnerships
- Be a socially responsible corporate citizen
- Be a learning & innovative organisation with a motivated team



# PROJECT OBJECTIVES



## **PROJECT OBJECTIVE**

Management is like a coin having two side. One is the theoretical part and second is the practical part. In the theoretical part of management, we learn in our classroom from the lectures and group discussions.

To know the practical aspect of management a practical training is provided to the students. The main idea behind practical training to give management students an industry exposure so that we able to apply theoretical knowledge to practical situation before finally moving into the professional world to show the efficiency and capability.

Working as a project executer, I perform duties and activities and analysing them from different perspective, and working as marketing research where I must be able to prepare a realistic and correct project research

The project study focused on JK Tyre as a product and the subject is to understand the mind set of different customers about the JK tyre mahawarranty policy, also about its competitors' consumer friendly warranty policy.



# RESEARCH METHODOLOGY



## RESEARCH METHODOLOGY OF THE STUDY AND DATA COLLECTION

### **Research Methodology:**

“Research is the systematic design, collection, analysis and reporting data and findings relevant to a specific situation or problem”. The objective of this section is to describe the research procedure and methods that have been adopted for the achievement of the project objectives.

### **Research Design-**

**Descriptive Research Method:** Descriptive Research method attempts to determine the extent of differences in the needs, perceptions, attitude and characteristics of subgroups. It determines the answers as to who, what, when, where, and how questions. For E.g. identify the demographics of the consumers who purchase the Tyre. My research is Survey in nature.

### **Sampling Design: -**

### **Data Collection**

**Primary Data:** The study proposed to collect Primary Data through questionnaire using survey method. To give a precise, realistic, accurate and relevant data. The survey data was collected from some district of Rajasthan by interviewing the respondents by call in a designed questionnaire.

### **Methodology: -**

The data for the present study was collected from 215 customer of Rajasthan, the research instrument used in collecting primary data was a questionnaire. The questionnaire was prepared based on information gathered from mentor and sales officer of the company. The analysis of information gathered has been made based on the clarification sought during the personal interview with the customers. The collected data are analysed based on percentage methods and presented through bar chart.

### **Objective of the study: -**

- Study and analysis of the Impact of Mahawarranty policy on the end customer with respect to JK.
- Study and analysis the JK Tyre consumer friendly policy and compare it with Apollo and MRF policies.



# WARRANTY POLICY



## **“Analyze the Impact of Mahawarranty policy on the end customer with respect to JK and compare it with Apollo and MRF policies”**

### **What is warranty Policy?**

A warranty is a type of a promise, either written or implied that a manufacturer makes regarding the condition of its product. Warranty also refers to the terms and situation in which repairs or exchange will be made if the product does not function as originally described.

### **What is Tyre warranty policy and what is covered in it?**

Every tyre, tube and flap manufactured by the tyre company is warranted to be free from manufacturing defects and free from defects in quality in its tread life & warranty period. Tyre and tubes are warranted against manufacturing defects arising out of any deficiency in manufacturing, design, material or workmanship. Company accepted Tyre under warranty claims will be replaced on the pro-rata wear based on percentage of tread wear, based on measurement of remaining tread depth.

## **JK Tyre Warranty Policy**

- Every effort is made by the company to secure the highest possible standard of excellence of both material and workmanship. The company will not be liable for any claim whether arising in contract or in tort for any injury, loss or damage caused to any person or property by or arising out of the use of any company product. Without prejudice to the above paragraph JK Tyre Tyres & tubes are warranted against manufacturing defects arising out of any deficiency in design, Manufacturing, material or workmanship.
- Tyres accepted under warranty claims will be replaced on pro-rata wear based on percentage of tread wear, based on measurement of remaining Tread depth.
- Warranty claim findings made by JK Tyre Technical Service Personnel or Trained, and Authorized Personnel would be final and binding to all concerned.

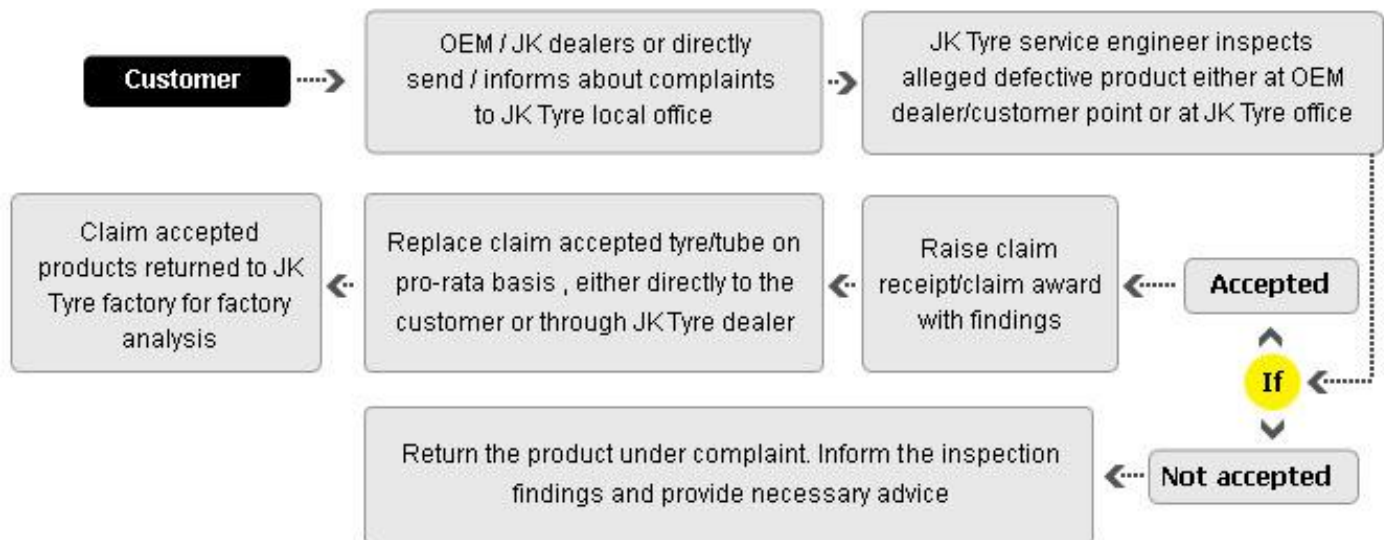
| <b>Product Category</b>                | <b>Warranty Period</b>                                                                                                                                                                                                                           |
|----------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Truck/Bus Bias/<br>Radial Tyres        | For a period of three years from the date of manufacture or from the date of invoice (Proof of purchase is required), or till the tyre tread is worn up to Tread Wear Indicators (TWI), whichever is earlier, irrespective of kilometre covered. |
| LCV/JEEP Tyres<br>(Bias & Radial)      | For a period of three years from the date of manufacture or from the date of invoice (Proof of purchase is required), or till the tyre tread is worn up to Tread Wear Indicators (TWI), whichever is earlier, irrespective of kilometre covered. |
| Passenger Car tyres<br>(Bias & Radial) | For a period of five years from the date of manufacture or from the date of invoice (Proof of purchase is required), or till the tyre tread is worn up to Tread Wear Indicators (TWI), whichever is earlier, irrespective of kilometre covered.  |



|                                   |                                                                                                                                                                                                                                                    |
|-----------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Farm tyres                        | For a period of five years from the date of manufacture or from the date of invoice (Proof of purchase is required), or till the tyre tread is worn up to Tread Wear Indicators (TWI), whichever is earlier, irrespective of kilometre covered.    |
| OTR tyres (Replacement & OE only) | For a period of five years from the date of manufacture or from the date of invoice (Proof of purchase is required), or till the tyre tread is worn up to 3MM, remaining non-skid depth, whichever is earlier, irrespective of hours /kms covered. |
| All tubes (Truck & LCV)           | JK Tyre Tubes are warranted for a period of two years from the date of manufacture irrespective of kilometre covered.                                                                                                                              |

- JK Tyre warranty is applicable to the first owner of the product, which can be claim by the owner of the product through OEMs/OEM's Dealer, or by JK Tyre authorised dealers to the nearest JK Tyre office with an OEM/dealer warranty form/letter/telegram or email.
- Tyre/Tube under complaint will be examined by service personnel or JK Tyre authorized personnel and the decision will be taken at the time of inspection.
- Warranty claim findings made by JK Tyre service Personnel or Trained, or authorized personnel would be binding.

## **JK WARRANTY POLICY PROCESS: -**



## **CONDITIONS- NOT ENTITLED FOR WARRANTY**

- Tyres worn beyond tread wear indicator
- Tyres with road hazard damages (thru cuts, external injuries, impact break, punctures, repairable or not repairable)
- Damages on account of incorrect mounting /dismounting, improper wheel alignment, balancing.
- Tyre damage due to vehicle mechanical irregularities.
- Tyres fitted with vehicles carrying of overload, running with high speeds or tyres with under inflation/over inflation.



- Tyres which have not been fitted in accordance with the technical recommendations of the company as published from time to time or recommended care and maintenance.
- Tyres damage on account of accident, fire, chemical explosion, tyre alteration or vandalism.
- Tyres with Ply/Cords exposed, repaired or retreated.
- Tyres with severe uneven wear/ misalignment (MAL) wear.
- Tyre defects due to climatic conditions, ozone and improper storage.
- Tyres purchased from unauthorized or second-hand dealers.
- Warranty is limited only for manufacturing defects as stated in warranty statement.
- This warranty is only applicable in India.
- The company reserve the right to change or modify the terms and conditions of aforesaid warranty policy without having any obligation or notice.

## **DISCLAIMER**

- Warranty does not provide compensation for any direct or indirect losses, damages incurred on account of tyre failure or any expenses towards tyre mounting demounting, alignment, balancing etc.
- This warranty is only for the product under complaint and if the tyre is accepted under warranty the companion tyre or the other vehicles components will not be considered for warranty.
- The company reserve the right to change or modify the terms and conditions of aforesaid warranty policy without having any obligation or notice.



## MRF

### Overview of The Company: -

The company, MRF Ltd., originally started as a small manufacturing unit of balloons, latex cast squeaking toys and industrial gloves. A young entrepreneur, K.M. Mammen Mappillai, opened a small toy balloon manufacturing unit in a shed at Tiruvottiyur, Chennai. The Company established its first office in 1949 at Chennai. It began the manufacturing of Tyres in 1961.

### VISION: -

The Vision of MRF is to emerge as pre-eminent global players in the field of polymer and make India a global superpower in terms of technology and life.

### MISSION: -

The Mission of MRF is that zero defect, zero break down, zero accidents, zero pollution, and there by zero losses with their new performance standards.

### MRF TYRE WARRANTY POLICY; -

| MRF PRODUCT TYPE                                     | PERIOD OF WARRANTY                                  | SETTLEMENT | PERMISSIBLE LIMIT       |
|------------------------------------------------------|-----------------------------------------------------|------------|-------------------------|
| Truck bias tyres/icv bias                            | 2 years from the month of manufacturing on the tyre | Pro-rata   | Upto 85% of tread depth |
| Truck radial tyres/icv radial                        | 3 years from the month of manufacturing on the tyre | Pro-rata   | Upto 85% of tread depth |
| Light truck tyres and small commercial vehicle tyres | 4 years from the month of manufacturing on the tyre | Pro-rata   | Upto 85% of tread depth |
| Passenger car radial tyres                           | 6 years from the month of manufacturing on the tyre | Pro-rata   | Upto 85% of tread depth |
| Two wheeler tyres/radial tyres                       | 6 years from the month of manufacturing on the tyre | Pro-rata   | Upto 85% of tread depth |



|                               |                                                     |          |                         |
|-------------------------------|-----------------------------------------------------|----------|-------------------------|
| Farm tyres and otr tyres      | 6 years from the month of manufacturing on the tyre | Pro-rata | Upto 85% of tread depth |
| Truck light truck tubes/flaps | 2 years from the month of manufacturing on the tyre | Pro-rata |                         |
| Other tubes and flaps         | 3 years from the month of manufacturing on the tyre | Pro-rata |                         |

### **APOLLO TYRE: -**

Apollo Tyres Ltd is the world 17<sup>th</sup> biggest tyre manufacturer. It was founded in 1972. Its first plant was commissioned in Perambra Kerala. With our corporate headquarters in Gurgaon, India, Apollo Tyre caters to over 100 countries across the globe. It has a network of over 4000 dealerships in India.

### **VISION: -**

- To become a significant player in the global tyre industry
- Become a brand of choice, providing customer delight and continuously enhancing stakeholder value.

### **Mission: -**

- Be a customer obsessed company- customer first 24\*7
- Motivated and committed team for excellence in performance
- Be a green company

### **Apollo Tyre Warranty Policy: -**

The Apollo unconditional warranty offers you peace of mind. Buy an Apollo tyre (covered in the offer) and if the tyre becomes unserviceable within 2 years from the date of purchase or exhibits 50% wear, whichever is earlier, you'll get a new tyre on pro rata basis.

**JK TYRE SPECIAL WARRANTY/ CONSUMER FRIENDLY WARRANTY BENEFITS FOR TRUCK/BUS TYRES(TBB,TBR):-**



| Product category      |                               |                   |                                                                 |
|-----------------------|-------------------------------|-------------------|-----------------------------------------------------------------|
|                       | Item Description              | Standard Warranty | Special warranty                                                |
| TRUCK/BUS NYLON TYRE  | 10.00-20 16PR JET R XTRA MILE | 3 YEAR            | FOC ADJUSTMENT FOR MANUFACTURING DEFECTS UP TO 50% WEAR         |
|                       | 10.00-20 16PR JET R MILE      |                   |                                                                 |
|                       | 10.00-20 18 PR JET XTRA LOAD  |                   |                                                                 |
|                       | 10.00-20 16PR JET R XTRA XLM  |                   |                                                                 |
|                       | 295/95 D20D JET R MILE        |                   |                                                                 |
|                       | 295/95 D20D JET XTRA XLM      |                   |                                                                 |
|                       | 10.00-20 18 PR JET ROCK XTRA  | 3 YEAR            |                                                                 |
|                       | 11.00-20 18PR JET ROCK XTRA   |                   |                                                                 |
| TRUCK/BUS RADIAL TYRE | 10.00R20 16PR JDY             | 3 YEAR            | PRO-RATA ADJUSTMENT FOR BEAD AND TURN-UP FAILURE UP TO 50% WEAR |
|                       | 10.00R20 16PR JDE/JDE++       | 3 YEAR            | PRO-RATA ADJUSTMENT FOR BEAD AND TURN-UP FAILURE UP TO 30% WEAR |
|                       | 10.00R20 16PR JDC3            |                   |                                                                 |
|                       | 11.00R20 16PR JDE/JDE++/JDC3  |                   |                                                                 |
|                       | 295/90 R20 JDE++              |                   |                                                                 |



## SPECIAL WARRANTY BENEFITS FOR CUSTOMER BY APOLLO TYRE AND MRF:

| Apollo Tyre                 |                   |                                                                  | MRF               |                   |                     |
|-----------------------------|-------------------|------------------------------------------------------------------|-------------------|-------------------|---------------------|
| Item Description            | Standard Warranty | Special Warranty                                                 | Item Description  | Standard Warranty | Special Warranty    |
| 10.00-20 16 PR AMAR GOLD    | 3 YEAR            | Free of Cost Adjustment for Manufacturing Defects UP TO 50% Wear | All Sizes Covered | 2 YEAR            | No Special Warranty |
| 10.00-20 16 PR XMR-D        |                   |                                                                  |                   |                   |                     |
| 10.00-20 16 PR AMAR DELUXE  |                   |                                                                  |                   |                   |                     |
| 10.00-20 16 PR XT-7         |                   |                                                                  |                   |                   |                     |
| 10.00-20 16 PR XT-7 GOLD HD |                   |                                                                  |                   |                   |                     |
| 10.00-20 16 PR XT 100K      |                   |                                                                  |                   |                   |                     |
| 10.00-20 16 PR XT9 GOLD     |                   |                                                                  |                   |                   |                     |
| 10.00R20 Endurce RD HD      | 3 YEAR            | Pro-Rata Adjustment for Bead & Turn Up Failure Up TO 40% Wear    | All Sizes Covered | 3 YEAR            | No Special Warranty |

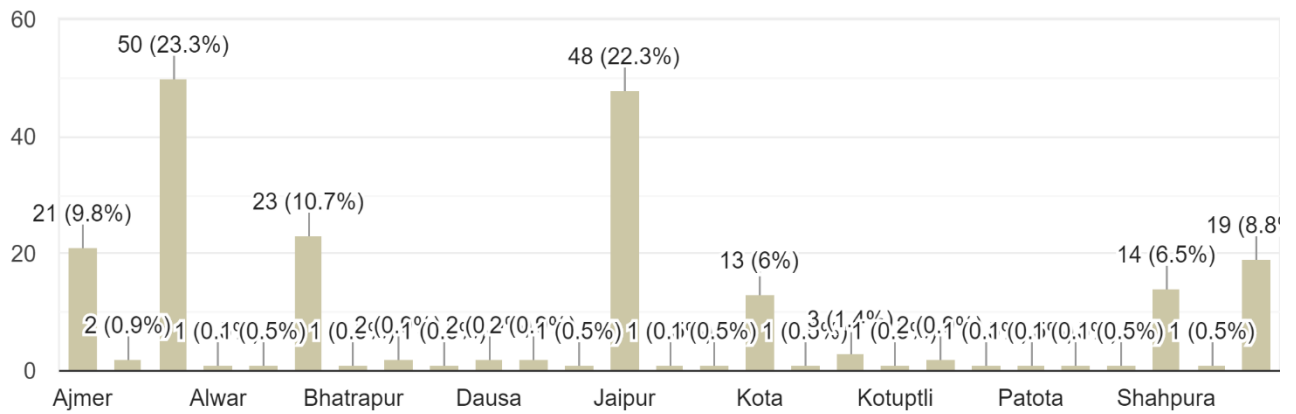


# **Analysis, Results and Interpretation**

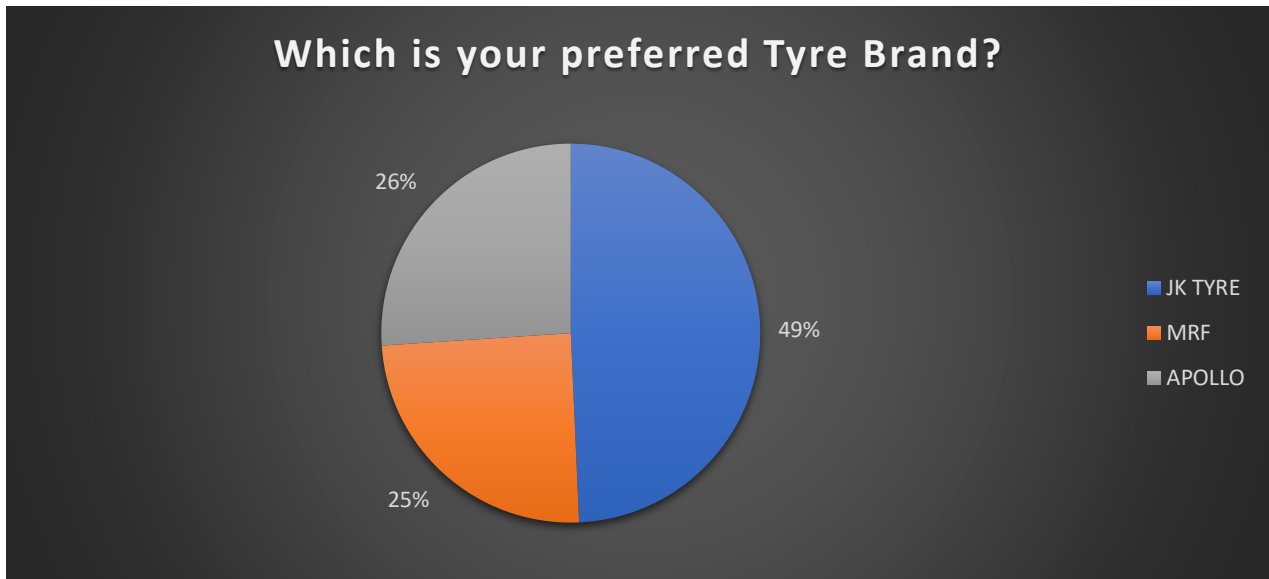


## City

215 responses



➤ Data was collected from different district of Rajasthan

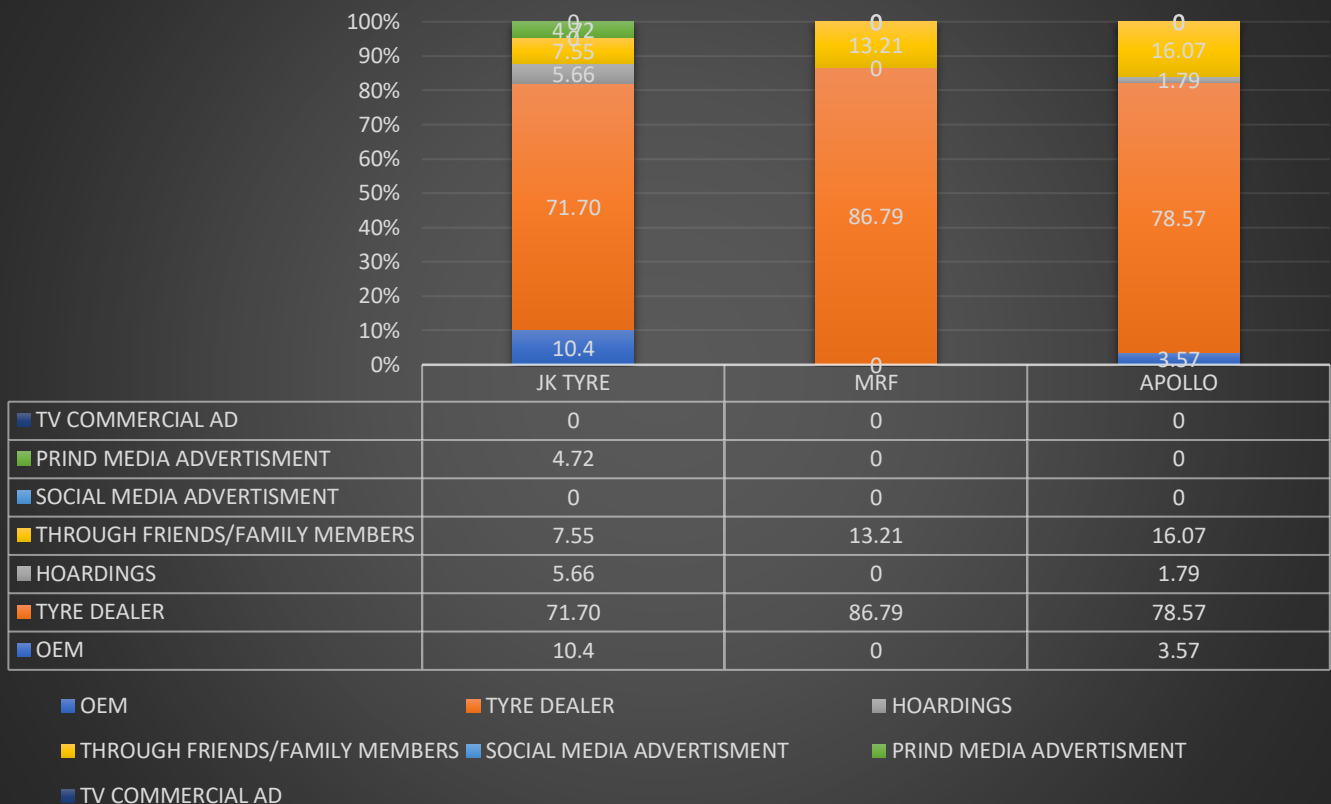


**Observation:** - The above Pie Chart shown the prefer brand of the respondent

- 49% of 215 that is 106 respondents prefer JK tyre
- 26% of 215 that is 56 respondents prefer Apollo tyre
- 25% of 215 that is 53 respondents prefer MRF tyre



## Where did you get to know about your Tyre Brand.



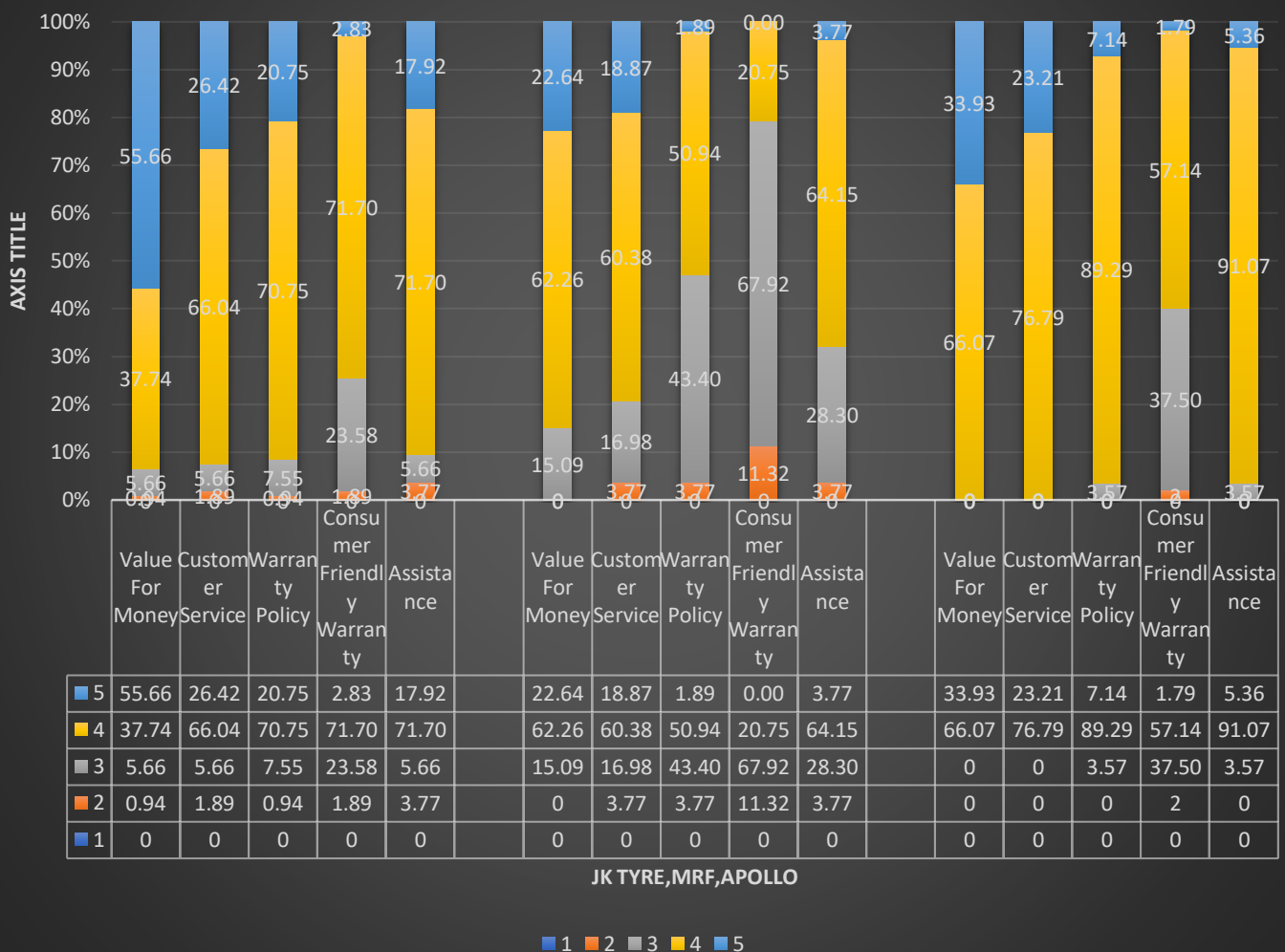
- From the data shown through in the bar chart we get to know that JK Tyre dealers are the main source of information to the customers as JK Tyre customer know about their brand from them, same with MRF and Apollo as well but in case of JK Tyre around 11% customer know about their brand from OEM which is very high as compare with to other two competitors brands. So, we can say that OEM is playing a very crucial role in market in providing information about the tyre to JK Tyre customers.
- Second important information which we can draw out of it is although dealers are major source of information but when we compare this with other two competitors this share is lowest.
- From the above information shown in the bar chart we can say that 82.1% of JK Tyre customer get to know about their tyre brand from OEM & JK Tyre dealer, which is more than its competitors, which is good sign for JK Tyre
- From the above bar chart, we can say that about presence of the JK Tyre dealer in the market because presence of dealers is the most effective way to reach your customer. The more the no. Of dealers are present in the market more the customers get aware about the brand as they see the see the actual presence of dealers in the market which provide them a more satisfied service.
- From the above data in the terms of percentage we can say the number of MRF customer getting information from only from dealer is more as compare with the JK Tyre and Apollo.



- MRF is the market leader of dealer presence in the market among its competitors i.e. it has the highest no. Of dealers present around and when everywhere they have their presence; they can provide their products at every place and make their customers more aware.



## Rate your preferred brand on the following parameter out of 5.



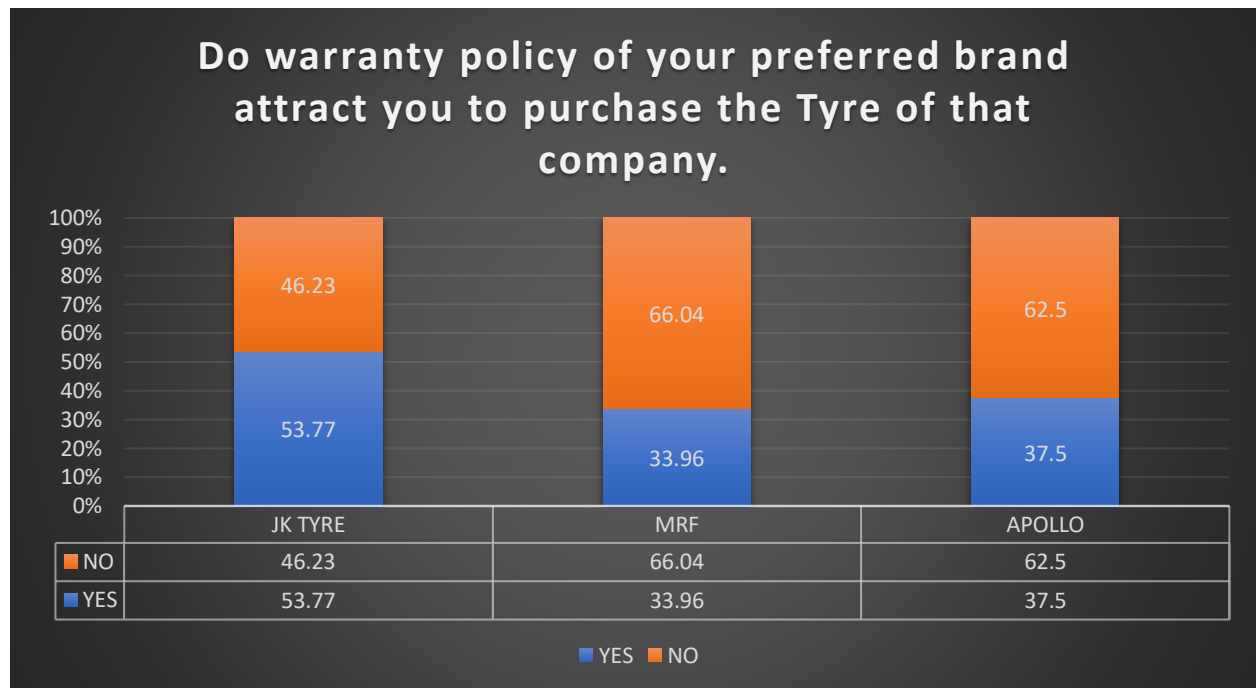
### **OBSERVATION:-** from above data we can say that: -

- After sales services plays a very crucial role when organisation wants to retain their customers for long run. Selling product is not enough to maintain its customer intact with organisation but after sales support services needs to be given which includes customer support service, warranty policy, assistance, extra benefits and all of them come together and gives value for money to customers, if product is worth to customer it gives a loyal customer to company and which enhances the goodwill of the company.
- This can be clearly seen from rating bars given above in the bar chart in terms of customer services JK Tyre gets highest rating as 92.46% of JK customers gives above an average rating which show JK customers are more satisfied with the brand and when we compare data of the JK Tyre with its competitors companies on the same parameter we can say that JK is performing better than MRF but on some parameter JK Tyre is lacking little behind to Apollo Tyre which gives JK Tyre a scope of improvement.
- When comes to the warranty policy around every one out of five customer is fully satisfied and awards JK Tyre maximum rating and at the same time around 70%

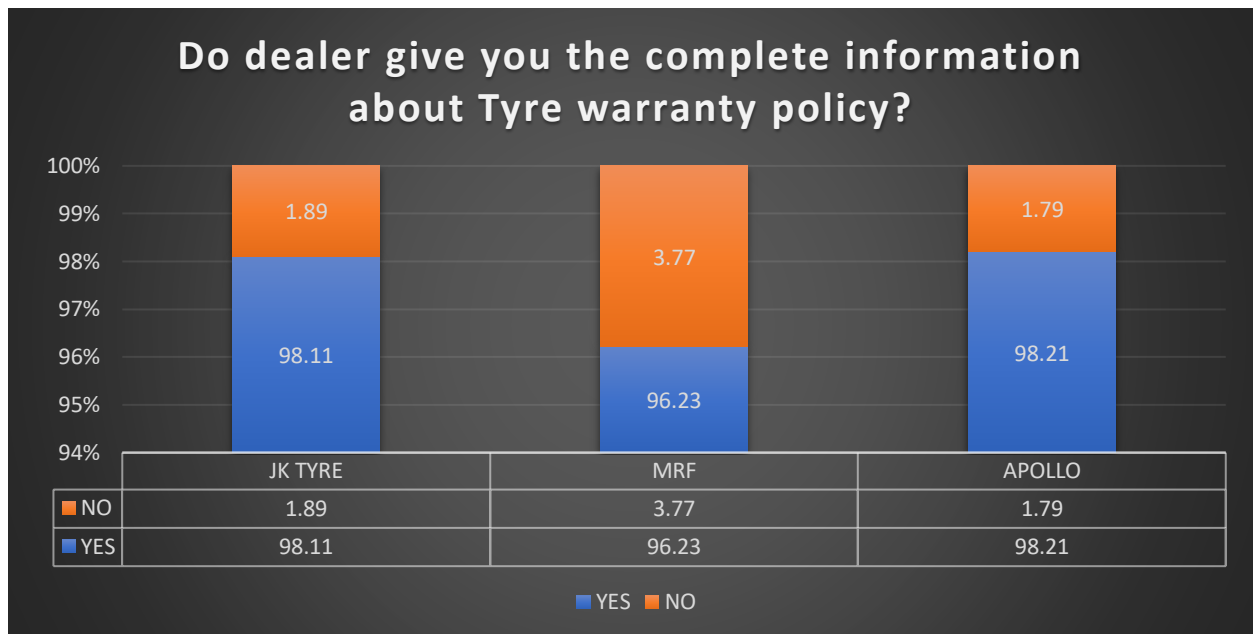


customers awards 4 as rating which shows more than 90% of the customer are satisfied with the JK Tyre warranty policy which is very good sign for the company and when we compare it with MRF. MRF has less satisfied customer when come to the warranty policy. JK had a scope of improvement as Apollo is giving the policy which is satisfying Apollo customer as represent by the data.

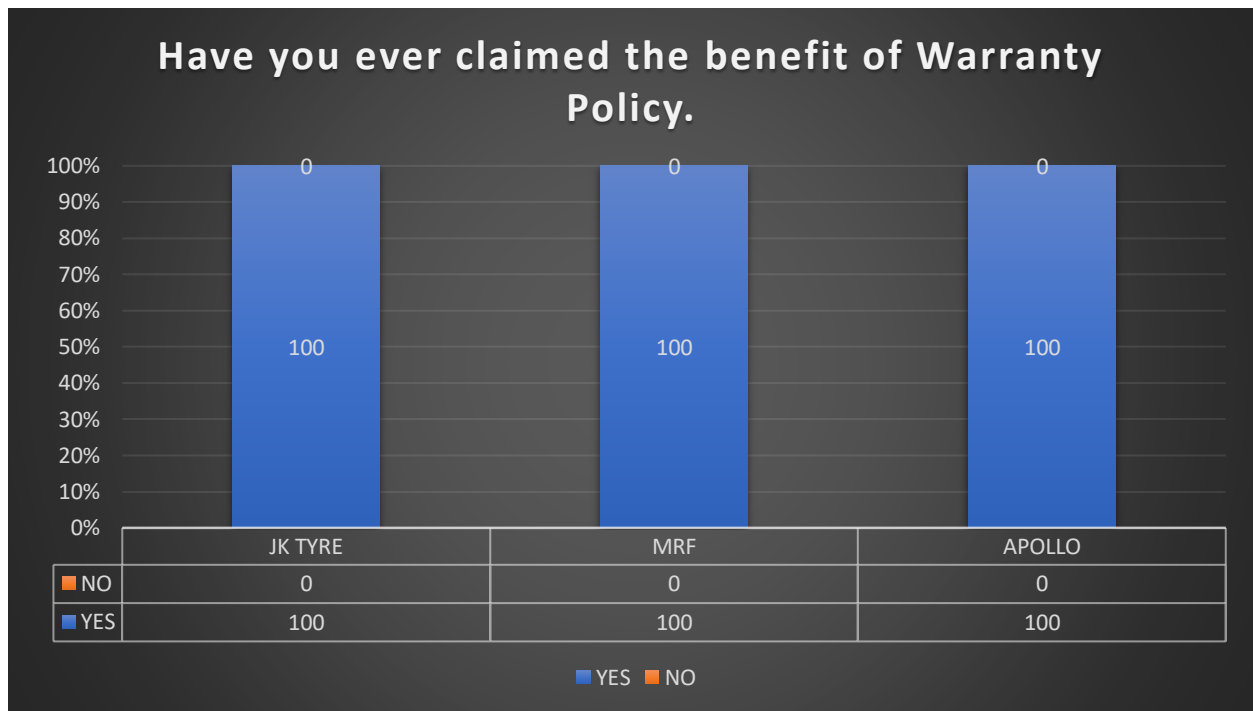
- By looking at the data related to customer friendly warranty we can say that JK Tyre is providing more benefits to its customer and has highest rating as compare with its competitors. When we see the data in terms of assistance JK Tyre had considerably higher rating when we compare it with Apollo Tyre as number of customers who gives the maximum rating are around 18% to JK Tyre which is highest in count.
- In all the parameters JK has more than half of its customer who give highest rating when it comes to value for money and around 93.4% of JK customers considered it is worth of their money which is better than MRF and Apollo. Around the 55% of JK customer finds its value for money with JK services.
- JK leads the market in terms of product service and product quality and its customers are highly satisfied, while customer didn't give much good feedback for both MRF and Apollo because as they are leading the market with dealer presence, they are not providing their customers a very satisfied service.



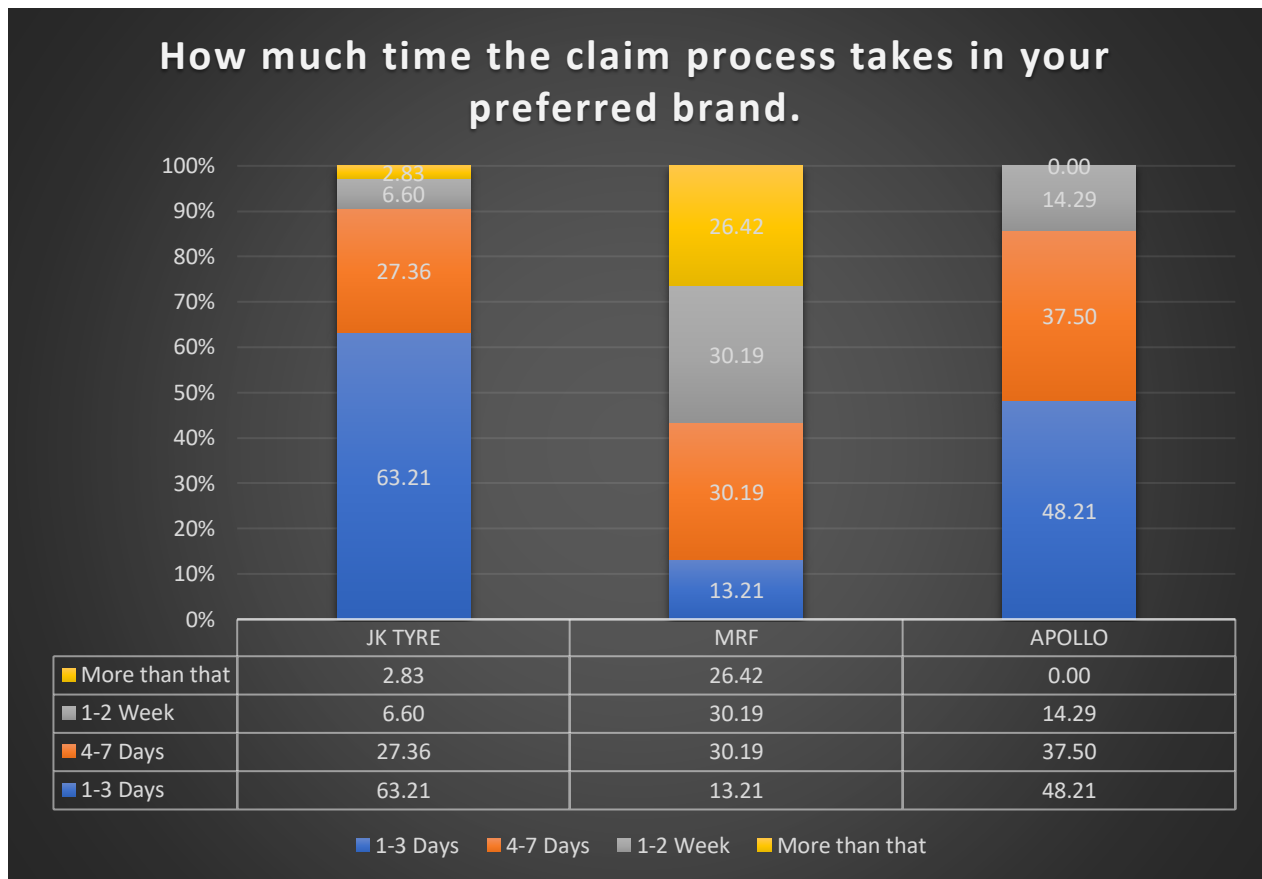
- Warranty policy is very important factor while taking purchasing decision. To prefer a brand, its favorable warranty policy increase its customer. As warranty policy is a preventive measure which avoids uncertainties, expenses and reduce risk related to product. So, a consumer-friendly warranty policy makes a brand attractive to intended customer.
- This can be clearly seen from the data as 53.77% of JK customers checks warranty policy and then they take buying decision which also shows that JK Tyre has a good warranty policy.
- But when we see this data for MRF and Apollo Tyre we can see more than 60% of customers ignore warranty policy which shows that there warranty policy benefits are lacking behind JK Tyre warranty policy and hence people choose JK Tyre when they think of warranty policies to secure any mis happenings of future.



- From earlier discussed data we can see that dealers are major source of information to customer and here while checking data related to this question we can see around the 98% of dealers give a complete information about Tyre warranty policy to its customers which is a good sign and indication of a good and transparent dealership service.
- Dealers are transferring complete information to its customer which build trust and loyalty among customer and company as well as between dealer and customer and it also enhances the goodwill of the company.
- As customer is aware about terms and conditions related to warranty policy which avoid conflicting situation in future and avoid any legal battles



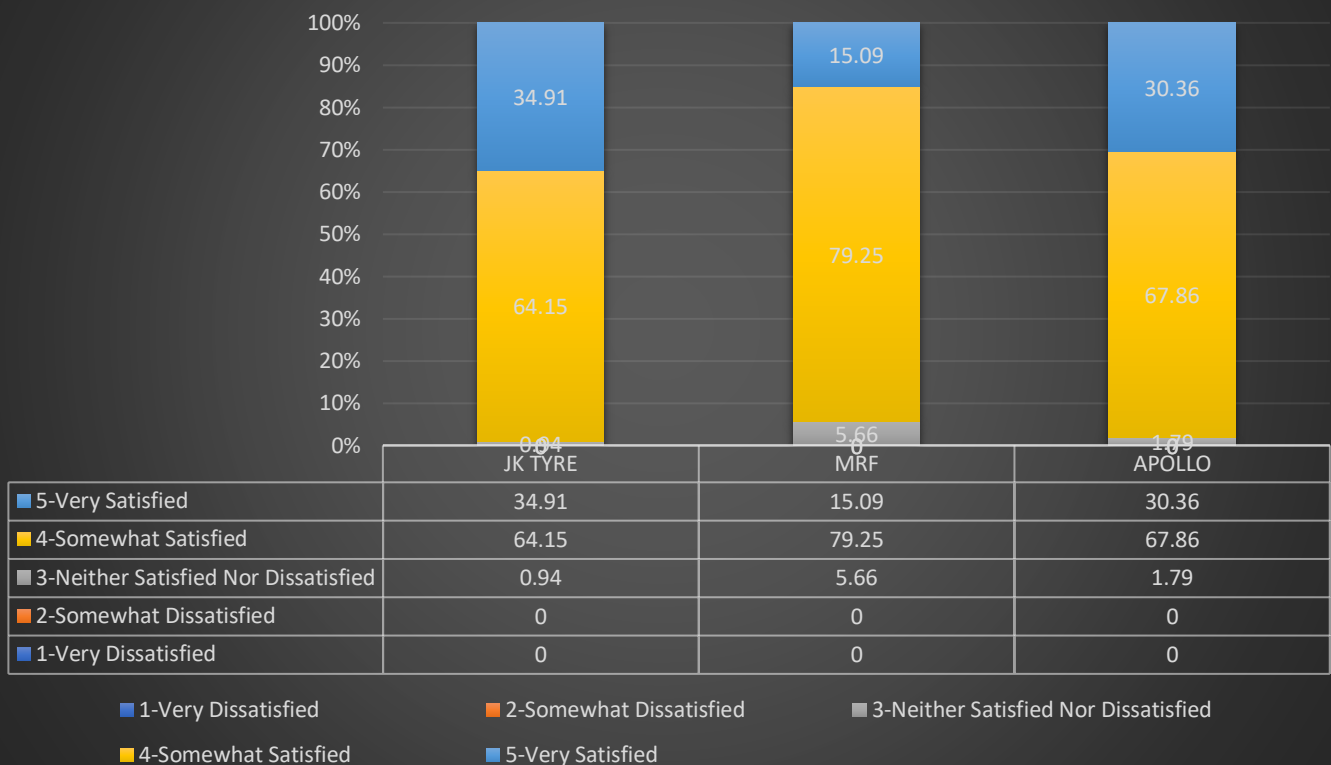
- From above data shown in the bar chart we can conclude that 100% respondent have claimed the warranty policy benefit irrespective of company every customer availed the benefit given in the warranty policy which enhance their experience related to customers assistance services as well and which also show that every consumer is easily able to claim the benefit of warranty policy.
- From above data we can also conclude that warranty policy is remind determinative factor in sales of the Tyre. If company wants to increase its market share it need to focus more on customer friendly warranty policy as people while making a buying decision carefully examining the warranty policy and take purchasing decision accordingly. They invest extra for this as it reduces the risk, so it comes in customer strategy investment



- From looking at data given above we can analysis that JK Tyre has quick response time as 63.21% of total customers say it takes only 1-3 days in setting their claims which is result of good customer service policy where we when we pay attention to data of MRF and Apollo Tyre there is shows longer claim settlement duration as compared to JK Tyre.
- From the above about data we can say that JK has a smaller number of customers who says company takes more than a week in setting their claims. Short claims settlement duration increases loyal customer base and results into Mount to Mount publicity also this shows a better desk service provided by JK Tyre.



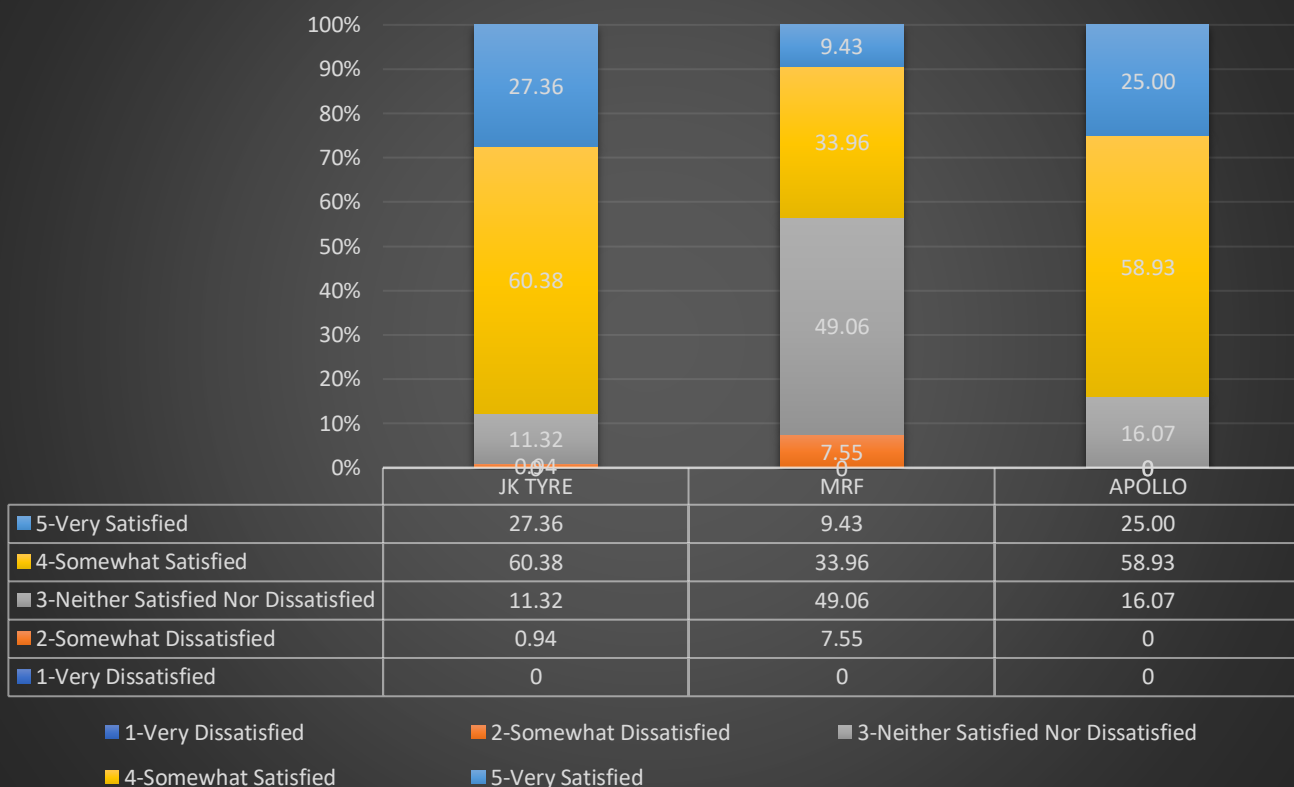
### Rate the behavior and service of the technical service personnel of your preferred brand out of 5.



- Bar diagrams depicting that behavior and service of technical service personal gives understanding that around the 35% of JK Tyre customers are fully satisfied with the service of the technical service personnel and award the highest rating which is higher than its competitors. Whereas 64.15% are satisfied with the services of the technical service personnel which shows JK has adopted a good customer service policy and which is implemented very well.
- Also, Technical service man is quick and efficient in solving the customers quarries that it takes only few days to setting claim process as we get to know from above data. Whereas in case of MRF the numbers of very satisfied customers are lesser despite having its greater presence in the market.



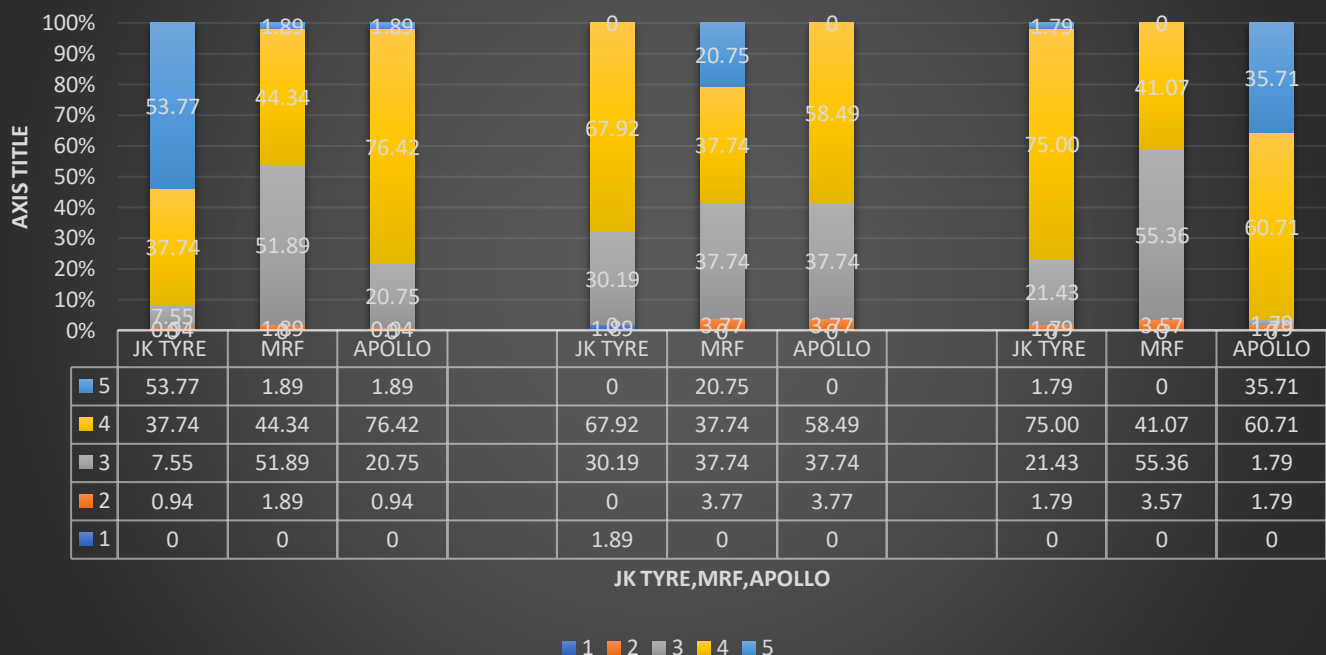
### Rate your claim process experience with your preferred brand on the scale of 5.



- The bar diagram shown above represents the data related to rating regarding claim process experience which clearly shows around 87.74% of the JK Tyre customers are satisfied and which also includes the 27.36% of the customer who gives the maximum ratings. The nearest competitors who is behind JK is Apollo which is also has higher numbers of satisfied customer. MRF despite holding the highest market share should lack behind these two companies in terms of satisfied customers.
- Higher satisfied customers of JK Tyre is a result of a better technical service support and short claim settlement duration. Both contributes higher ratings, JK is providing a better customer services which is leading to satisfying and loyal customer base.



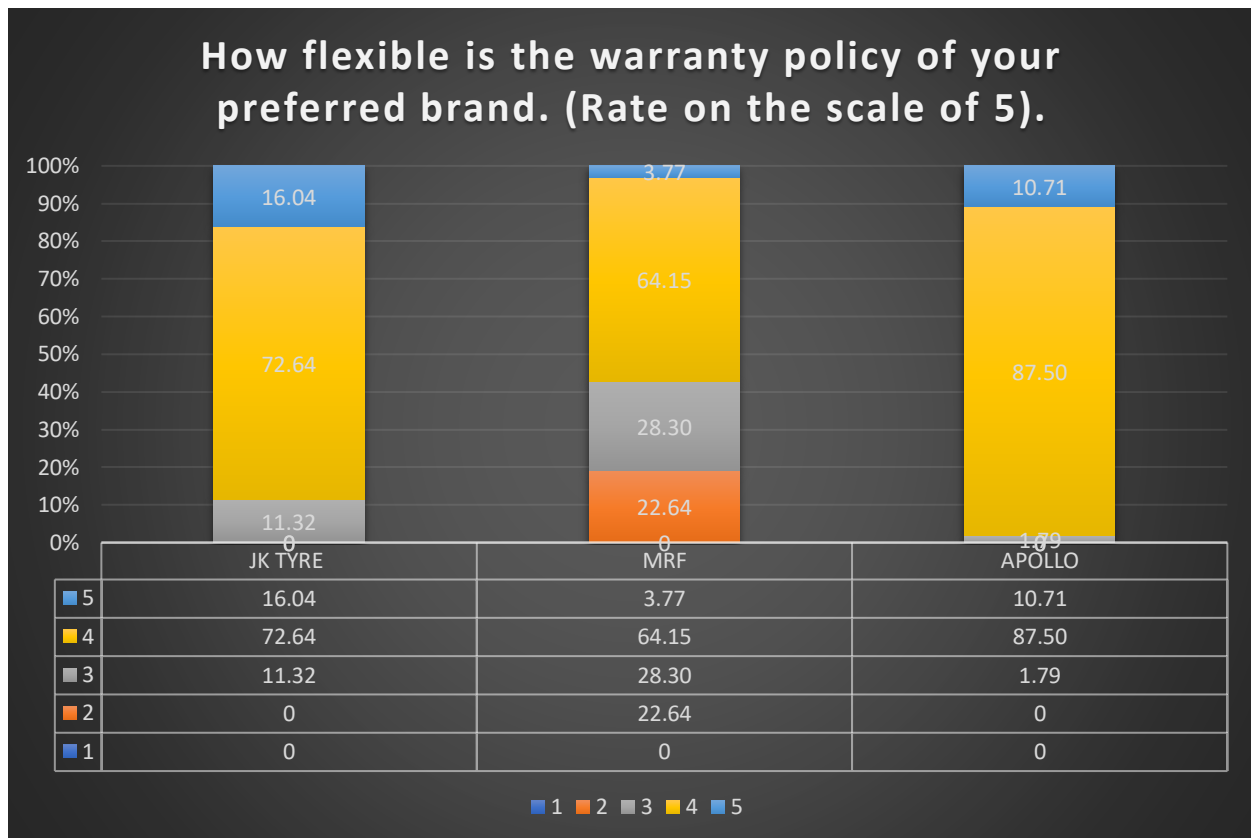
## Warranty policy of the following company attract you the most. (Rate on the scale of 5.



- Bar diagram shown here represent data related to attractiveness of warranty policy of companies to respondent's despite of brands they are prefer. More than half of JK Tyre customers are giving highest rating to the warranty policy which shows their satisfaction with terms and condition of warranty which satisfy their requirements fully proportion of customer who is awarding 4 rating are also good because which shows 91.5% customer consider warranty policy satisfactory.
- whereas the 44.34 JK Tyre customer grants 4 rating to MRF warranty policy and considered It is satisfactory to their needs. But 51.89% of JK Tyre customer are neutral as they grand 3 ratings.
- In case of Apollo policy customer 76.42% to grant 4 rating Apollo warranty policy which shows the attractiveness toward towards the Apollo warranty policy which is more than the rating provided by them to MRF warranty policy. at the same time with one out of five was not certain and awarded 3 rating.
- when we talked about the MRF customer about 67.92% of MRF customers awarded rating 4 to JK Tyre warranty policy which is a sign of a good warranty policy which can attract MRF customer. whereas 30.19% of MRF customers are not certain about the JK warranty policy gives 3 ratings.
- 20.75% MRF customers give MRF warranty policy the maximum rating but point to be considered is number of not certain customers are more and equal to the customer who gives rating 4 this can be important segment of MRF customers to whom JK Tyre can attract.



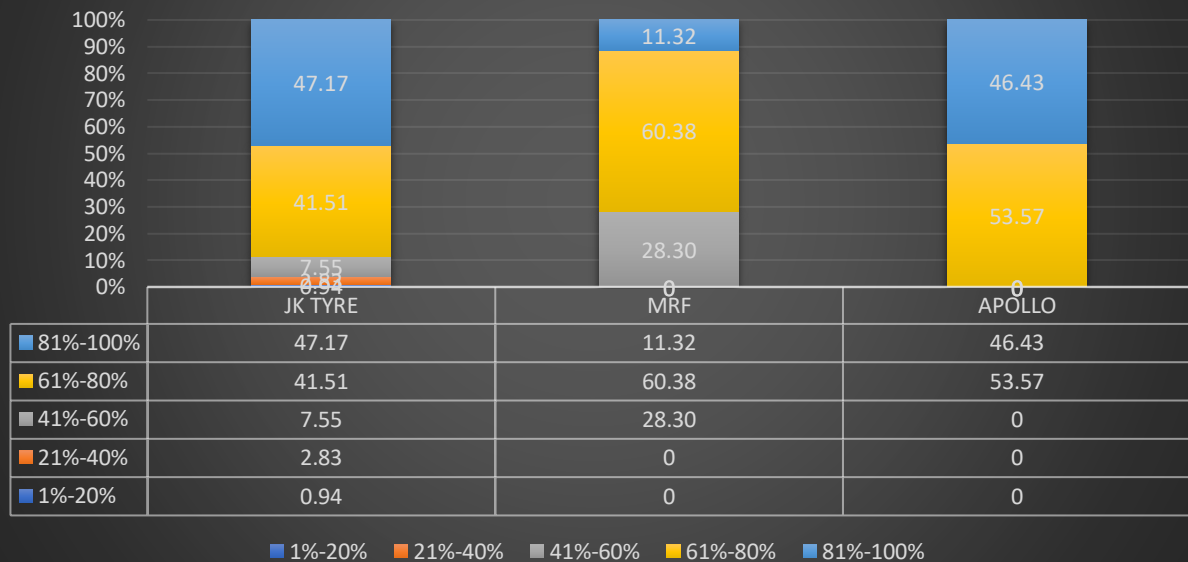
- From the data shown above we can see that about 58.49% of MRF customers gives 4 rating to the Apollo Tyre which is lesser then Percentage of the customer who gives equal rating to JK so for MRF customer JK is more attractive option then Apollo Tyre. at the same time the 75% of Apollo Tyre customer also award 4 ratings to two JK Tyre which shows their preference toward JK over MRF more than More respondents are satisfied from JK warranty policy which can be with the better support service and this combination can result into leading markets share in the Tyre industry.



- Bar diagrams are showing data of flexibility of warranty policy says 72.64% of JK Tyre customer awards rating 4 out of scale of 5 to JK Tyre warranty policy in terms of flexible approach. 16.04% JK Tyre customer consider warranty policy highly flexible to satisfy their needs. The data attributes are far better than the market competitor MRF 22.64% of MRF customers consider MRF warranty policies rigid which shows their unsatisfied requirements.
- Where in case of Apollo Tyre customers consider Apollo Tyre warranty policy flexible which satisfy their needs from above data, we can say that the JK and Apollo has user friendly warranty policy which makes it plus point to them. They customize it in a maximum possible way to make it user friendly JK and Apollo modify warranty policy to make it more flexible and adaptable which fulfill the requirement of the customer up to the best possible ways without harming company policies.



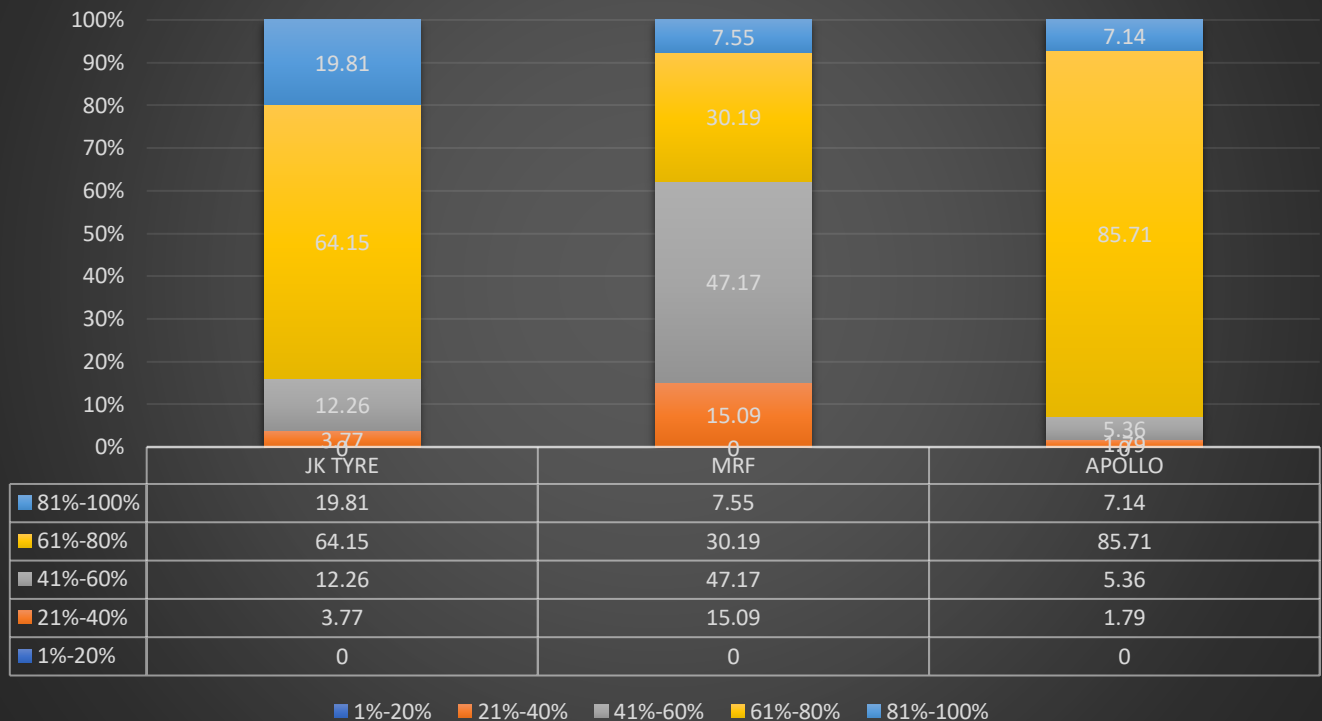
## How much chance is there that Tyre will pass in the claim process under warranty policy of the company.



- From bar diagram shown about weekend see that around 47% of JK Tyre customer things that there are 81%-100% chance that their Tyre will pass in claim process under warranty policy and 42% things their Tyre will pass under warranty policy 61%-80% chances. so overall, we can say that around 88% of JK customer things that there are more than 60% chances that their Tyre will pass in claim process.
- In case of Apollo Tyre it has 46% chance that Tyre will pass from the claim process 81%-100% and at the same time only 11.32% MRF Tyre 81%-100% chance to pass through the claim process. so we can say that in in effect of flexible warranty policy the number of customers in JK Tyre and Apollo Tyre are more than the MRF.
- This is important factor which makes JK Tyre warranty policy more attractive as customers are sure about that claim clearances. This result into Mouth to Mouth publicity.



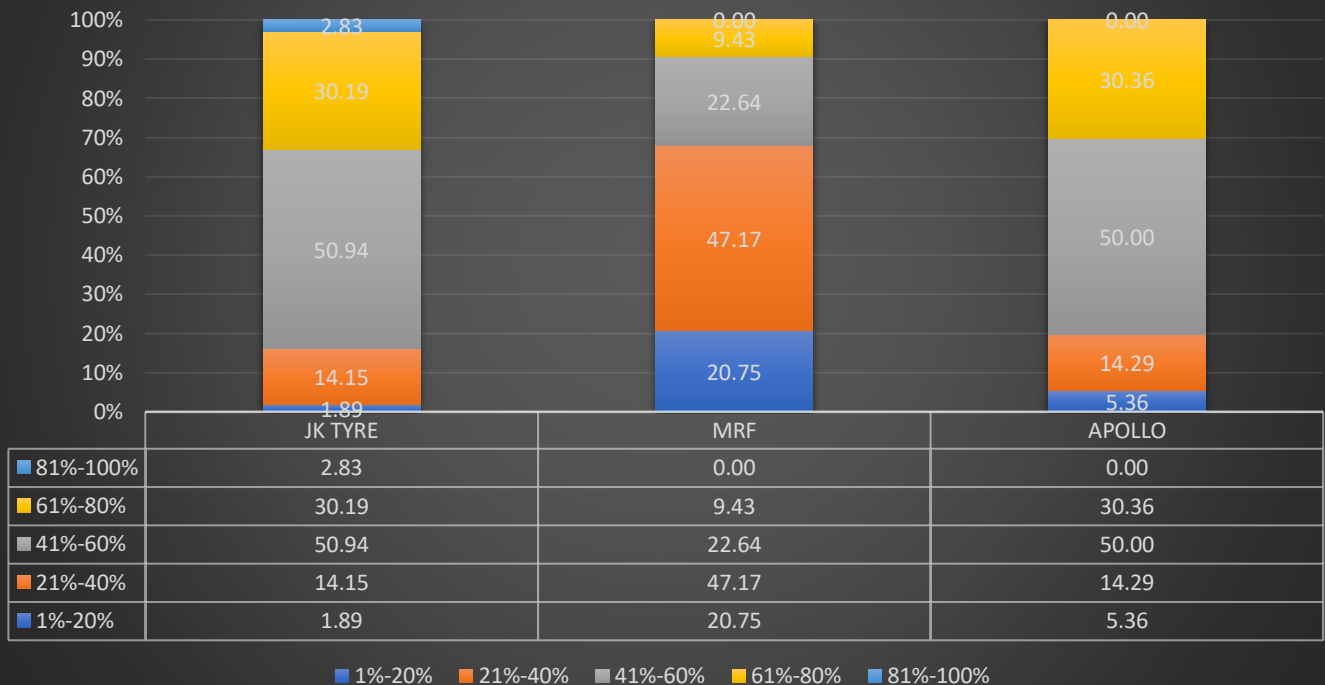
## If the Tyre fails due to manufacturing fault, how much chance is there that Tyre will pass according to the warranty policy of your company?



- From the data given above we can say around 20% of JK Tyre customer thinks that there are about 81%-100% chance that the manufacturing faults are covered in warranty policy if that is a Tyre fails due to the manufacturing fault then the Tyre will pass of according to the warranty policy but at the same times the highest number of customer which is 64.15% considered only the 61%-80% chance of the coverage in warranty policy. This figure is appreciate when we compare these figures with the MRF Tyre figures as 62.26% customer has less than 60% chance of the clearance of the Tyre according to the warranty policy.
- Whereas at the same time the 92.85 of the Apollo Tyre customer things that there are more than 60% chance that manufacturing faults have chance to pass according to warranty policy of the company. From above data we can say more hopeful customers are due to a good warranty policy which is comprehensive in terms of manufacturing defaults.



## If the Tyre fails due to non-manufacturing fault, how much chance is there that Tyre will pass according to the warranty policy of your company?



- When it comes to the coverage of the tire fails due to the non-manufacturing fault under the warranty policy then JK Tyre figure out satisfactory as compared to the two other market participants. Approx. 50% of the JK Tyre customer things that there are only 41%-60% chance that the Tyre fail due to non-manufacturing defect will be covered in the warranty policy. While looking at MRF customers more than 50% of the customer thinks there is less than 40% chance of passing of such a claim. At the same time the Apollo Tyre customers have nearly same response as given by the JK Tyre customers.
- So, we can conclude from the above data that JK Tyre and Apollo Tyre has a flexible and customer friendly warranty policy both try to process their customers claims in non-manufacturing fault under the warranty policy to satisfy their customers.
- Also, along with this conclusion we can also reach out this conclusion that the coverage of manufacturing defaults is more than the coverage of non-manufacturing default, But MRF customers are not hopeful in both the claims. But in case of a JK in Apollo both types of failure claims are covered but at a different probability. Chances are different but in the same direction this gives more hopeful and the prospective environment to the customers



## RECOMMENDATIONS

- JK Tyre should focus on digital marketing advertisement to reach wide range of target audience in cost- effective and measurable way.
- Company should focus on increasing dealer network as well as multi-brand dealer to reach more and more customer.
- Company should provide single desk service to help its customer and dealer which helps in reducing the claim process time and will give customer a happy experience.
- Company should start a campaign for its big customer to settlement of dispute if any, that makes satisfied customer.
- JK Tyre Should Focus more on TV Commercial Ads
- JK Tyre should advertise its brand name on jersey of team players of various game such as cricket, kabaddi, football etc. to reach mass audience and enjoy great brand recognition.
- To increase its sales company can prefer shelf advertisement at OEM and Multi-Brand store to attract more and more customer to purchase JK Tyre.



## CONCLUSION

This report firstly provides a detailed understanding of what Tyre industry is all about, how tyres are manufactured and what are the necessary requirements to carry the manufacturing process of tyres.

Then we learned with in-depth knowledge of what JK organisation is all about, what its foundation was and how JK has diversified its product mix into different segments, then it takes us to what JK tyres is all about and how and when it was formulated with its goal to build a strong brand in the economy. We also got the knowledge about its presence across the globe and its value in the global market.

This project report mainly draws the light towards the warranty policy of the company and its 2 major competitors i.e. MRF and Apollo Tyres Ltd. It provides a better and deeper understanding of how the warranty policies of companies are formulated and what benefits are provided to the customers of the company through these policies, and how much these policies have satisfied its customers to know the level of engagement of dealers with the company and its market position, and what a customer is expecting from the company so that they can build good relations with the dealers to retain them for long term business.

This internship has helped me gain a lot of valuable insights as well as deep knowledge about what the company is all about, how it operates its functions and also I got a chance to interact with many of the dealers during the process for my survey so getting to learn about their perspectives also widened my knowledge base and boosted my level of confidence.



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