

Summer Internship Project Report

On

“Analysis to understand the market position of Jk Tyres in the PCR tyre segment & to recommend an action plan to improve their market share”



By

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Faculty Mentor: Prof. Debraj Tripathi
(Professor: Marketing)

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

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

Declaration

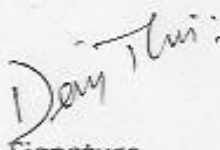
I, Rishabh Agarwal, a student of JK LAKSHMIPAT UNIVERSITY, Jaipur, batch 2019-21, declare that every part of the Project Report on - **Analysis to understand the market position of JK Tyres in the PCR tyre segment & to recommend an action plan to improve their market share** - at JK TYRE & INDUSTRIES Ltd. submitted by me is original.

I was in regular contact with my faculty mentor Prof. Debraj Tripathy to discuss various aspects of the project.

Date of Submission: _____

Signature

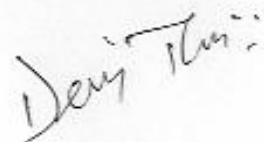
Faculty Mentor's Comments:



Signature
Prof. Debraj Tripathy
Faculty Guide

Certificate

It is certified that the Summer Internship Report titled **“Analysis to understand the market position of JK Tyres in the PCR tyre segment & to recommend an action plan to improve their market share”** submitted by **“Rishabh Agarwal”** is an original piece of research work carried out by the candidate under my supervision.



Sign. of the Faculty Guide

Prof. Debraj Tripathy

ACKNOWLEDGEMENT

I would like to thank JK Tyre & Industries Ltd. for providing me the chance to undertake this internship study and allowing me to explore the area of Sales & Marketing.

I would like to express profound gratitude to my guide **Mr. Debraj Tripathi** for their invaluable support, encouragement, supervision and useful suggestions throughout the internship. Their moral support and continuous guidance enabled me to complete my work successfully.

I am grateful to **Mr. Nirbhay Srivastava (Regional Manager Sales, Delhi)** for the opportunities given, constant encouragement and guidance provided throughout the internship period.

I would also like to thank **Mr. Ritesh Joshi** and **Mr. Ayush Aggarwal** for their continuous support and guidance throughout the internship period.

Last but not the least, I am grateful to all the non-working staff for their invaluable support, teamwork and cooperation during the internship program.

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Project Summary

JK Tyre is a prominent player in the tyre industry, as its expansion plan, JK Tyre is trying to increase its market share in PCR tyres segment because there is a lot of opportunity for JK Tyre to expand.

In this project, I have learnt a lot about tyres and tyre industries. There are a lot of things which are written on the tyre and these are the factors on which the pricing, durability, quality, etc. depends.

Also, I have done a telephonic survey of 300 dealers of competitors dealers, multi- brand dealers and JK dealers also. The purpose of the survey is to know the performance of JK Tyre in the market and its competitors and what are the reasons for JK's lower market share.

In this project I contacted the dealers of competition, multi brand dealers and JK exclusive dealers through telephonic interview and took their responses about what their company is doing different to increase their market share and in what tyre sizes demand is high or low. Through this research I analysed that what are the reasons due to which JK's market share is low or what the company can do to gain the market share in PCR segment.

Indian Tyre Industry

The Indian Tyre Industry is an integral part of the Auto Sector – It contributes to ~3% of the manufacturing GDP of India and ~0.5% of the total GDP directly. India represents the fourth largest market for tyres in the world after China, Europe and the United States. In India, the market is currently being driven by increasing radicalization of tyres especially in buses and trucks.

Demand by the OEM segment is driven by new automobile sales trend, whereas, the replacement market is linked to the usage patterns and replacement cycles.

Moreover, the tyre industry consists of a vast consumer base, they are used in all type of vehicles which include passenger cars, buses, military vehicles, motorcycles, trucks, etc.

The market for tyres is quite concentrated in India with the top 10 manufacturers accounting for around 80 per cent of the total market. MRF, Apollo Tyres and JK Tyres currently represent the top players in this market.

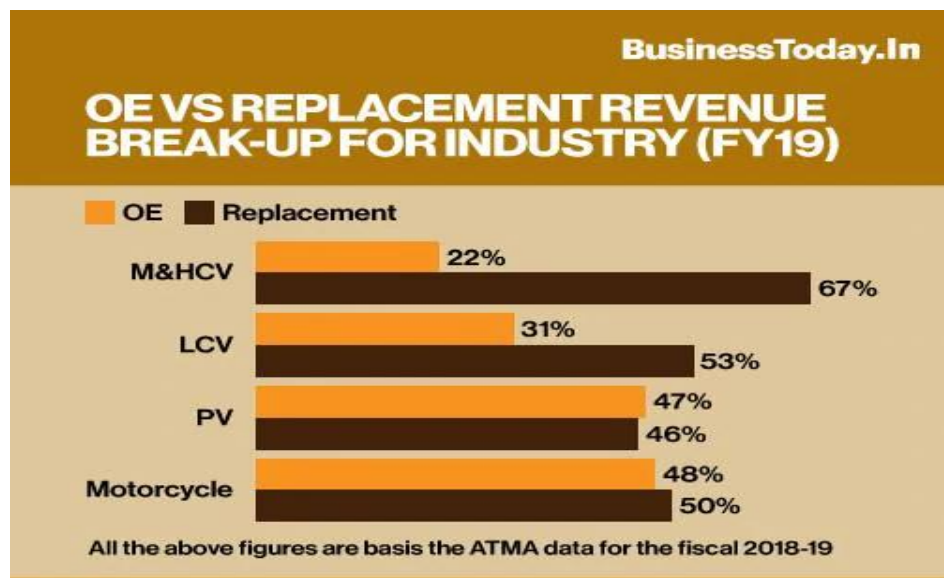
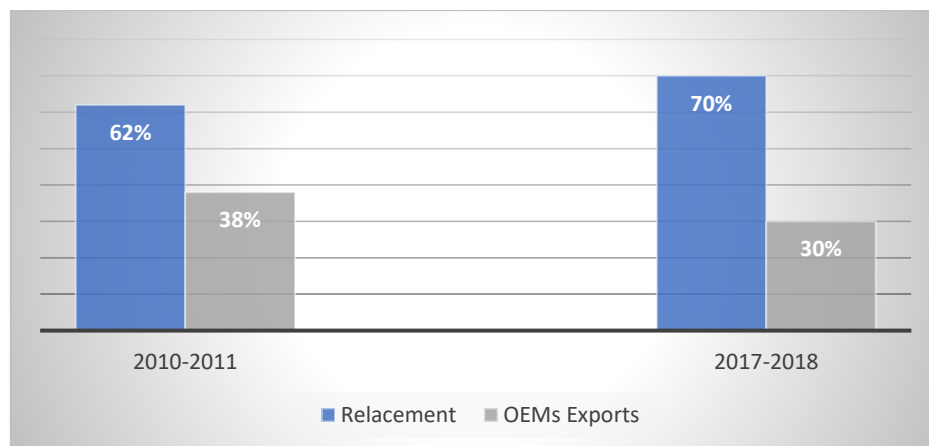
Looking forward, the tyre industry is expected the market to reach a volume of 245 Million Units by 2025 growing at a CAGR of 4.8% during 2020-25.

When comes to segmentation, tyres are divided into three categories: -



Based on End Market

Below are the graphical representations showing a comparative increase in the skewedness of Indian tyre industry towards Replacement market from OEMs (Original Equipment Manufacturer).

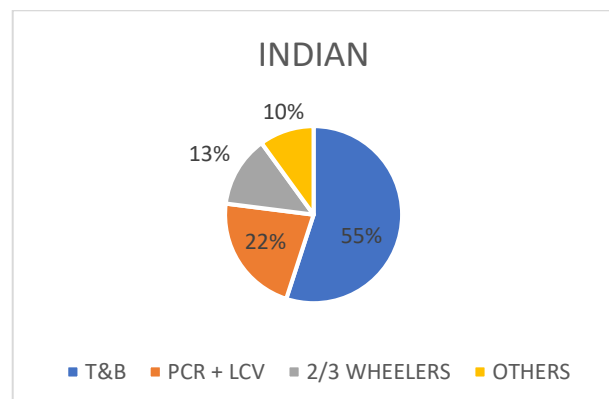
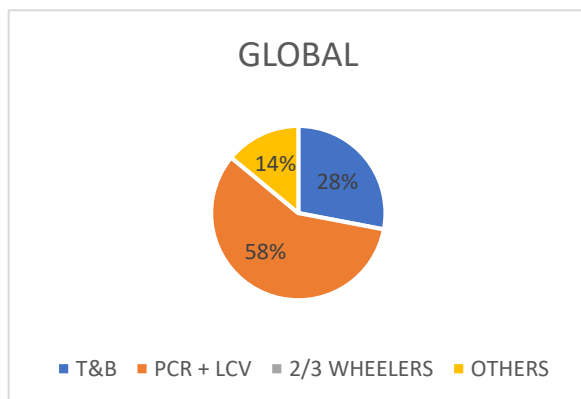


As the above graphs shows Indian tyre market is inclined towards the replacement segment in all the vehicles.

If we saw from the above graph the replacement segment contributes more than OEMs as clearly shown from the graph.

Based on Product

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. 55% 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

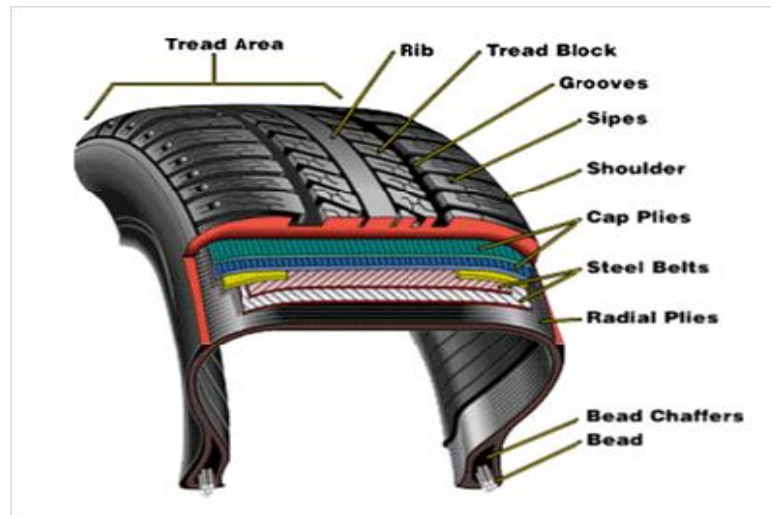
The demand from OEM's is widely spread across the segment where T&B contributed ~35% and PVs & 2/3 Wheeler's contributed ~25% & ~22% respectively. In term of the replacement segment the demand was more skewed towards the T&B tyres which contributed ~61% and PVs & 2/3 Wheeler's contributed ~14% & ~9%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

Based on Technology

However, technologically there are two types of tyres one is the radial tyre and the other is biased ply:

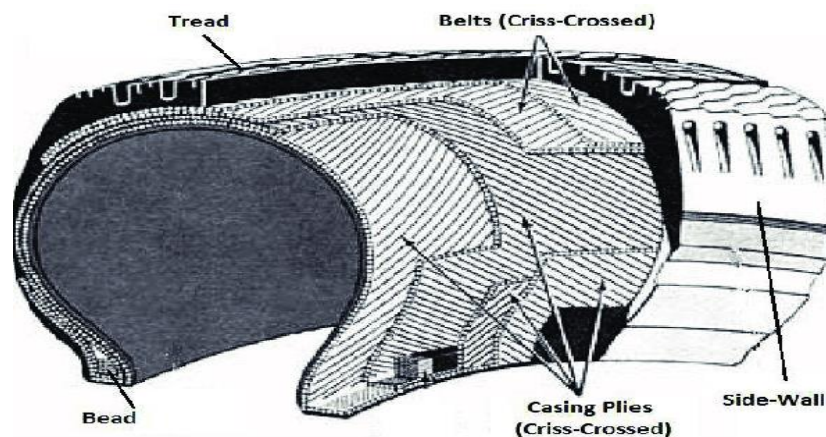
 Radial Tyres

 Bias Tyres



1. Radial Tyres: -

To increase structural integrity, radial tyres are constructed with perpendicular polyester plies and crisscrossing steel belts underneath the tread. This construction provides a smooth ride and extends the life of the tyre. Radial tyres are generally used for long-haul towing, travel trailers, toy haulers, larger boats and livestock.



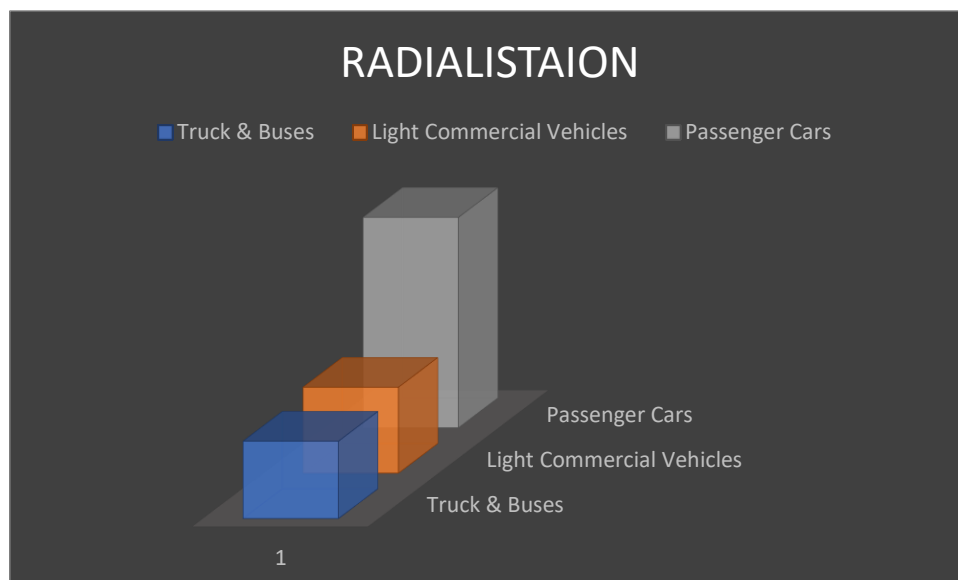
2. Bias Tyres: -

A bias tyre's construction consists of internally crisscrossing nylon cord plies at a 30 to 45-degree angle to the tread centre line. This design gives the tire a tough and rugged build and increases sidewall puncture resistance. Bias technology is generally used for construction, agriculture, marine and utility applications.

Radial tyre generally cost 20-25% higher compared to Bias tyres however, as larger amount of steel is required the cost of manufacturing also slightly increases and it also increases the wear n tear of the tyre.

Radicalisation of T&B & LCV tyres has improved over last two years and is expected to improve further as commercial vehicle OEMs have started using radial technology.

Radialisation in different segments:



(Source: Industry, ATMA)

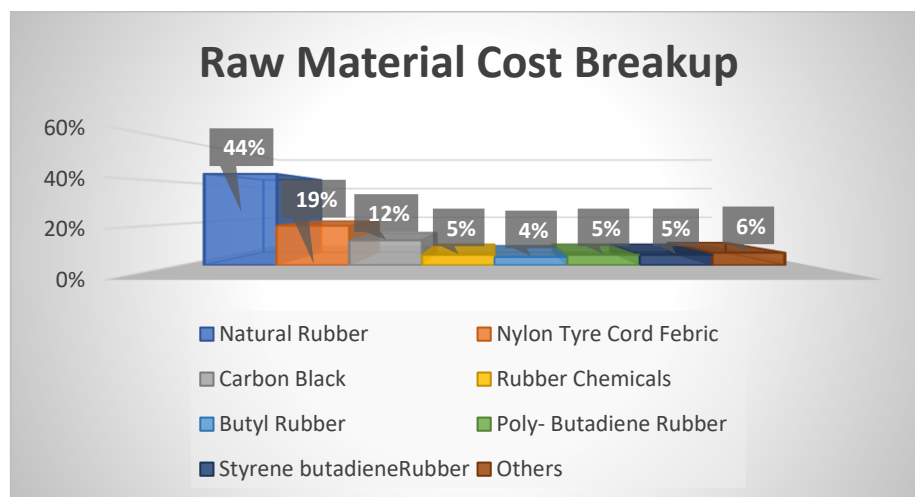
In India, the commercial tyre segment continues to be dominated by cross-ply tyres, also known as bias tyres due to road conditions, loading patterns and the high initial cost of radials.

Currently, radialisation is highest in passenger cars (98%) followed by light commercial vehicles (40%) and heavy commercial vehicles (36%).

Raw Material

Around 250 different raw material are put together to manufacture a tyre but the major cost generating raw materials are natural rubber, synthetic rubber and crude derivatives like carbon black which contribute to ~80% to 85% of the total raw material cost. Hence, rubber and crude price are key variable to tyre company's profitability.

The Indian tyre industry has been under raw material pressure for last two year due to increase in rubber and crude prices.



About the Company




JKTYRE & INDUSTRIES LTD.

- Type: Public
- (BSE:530007)
- Founded: 1974
- Founded by: Shree Lala Juggilal Singhania
- Parent:
- J.K. Organisation

JKTYRE TOTAL CONTROL **VIKRANT** **TORNEL**

JK Tyre & Industries Ltd is an automotive tyre, tubes and flaps manufacturing company based in Delhi, India. The name JK is derived from the initials of Kamlatpatji (1884–1937) and his father Seth Juggilal (1857– 1922). JK Tyre is based in more than 80 countries across all 6 continents. It is apart of J. K. Organisation group of Companies. JK Tyre acquired Mexican tyre major – Tornel, back around a decade ago. Currently it has production facilities in all 9 plants and total production capacity is almost 20 million tyres p.a.

VISION

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

MISSION

- Be a Customer Obsessed Company - Customer First 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

Board Members



Dr. Raghupati Singhania
Chairman & Managing Director

- Dr. Raghupati Singhania
- Arvind Singh Mewar
- Bakul Jain
- Sunanda Singhania
- Kalpataru Tripathy
- Shreekant Somany
- Vimal Bhandari
- Dr. Wolfgang Holzbach
- Bharat Hari Singhania (Managing Director)
- Anshuman Singhania (Whole-time Director)
- Arun K. Bajoria (Director & President – International Operations)



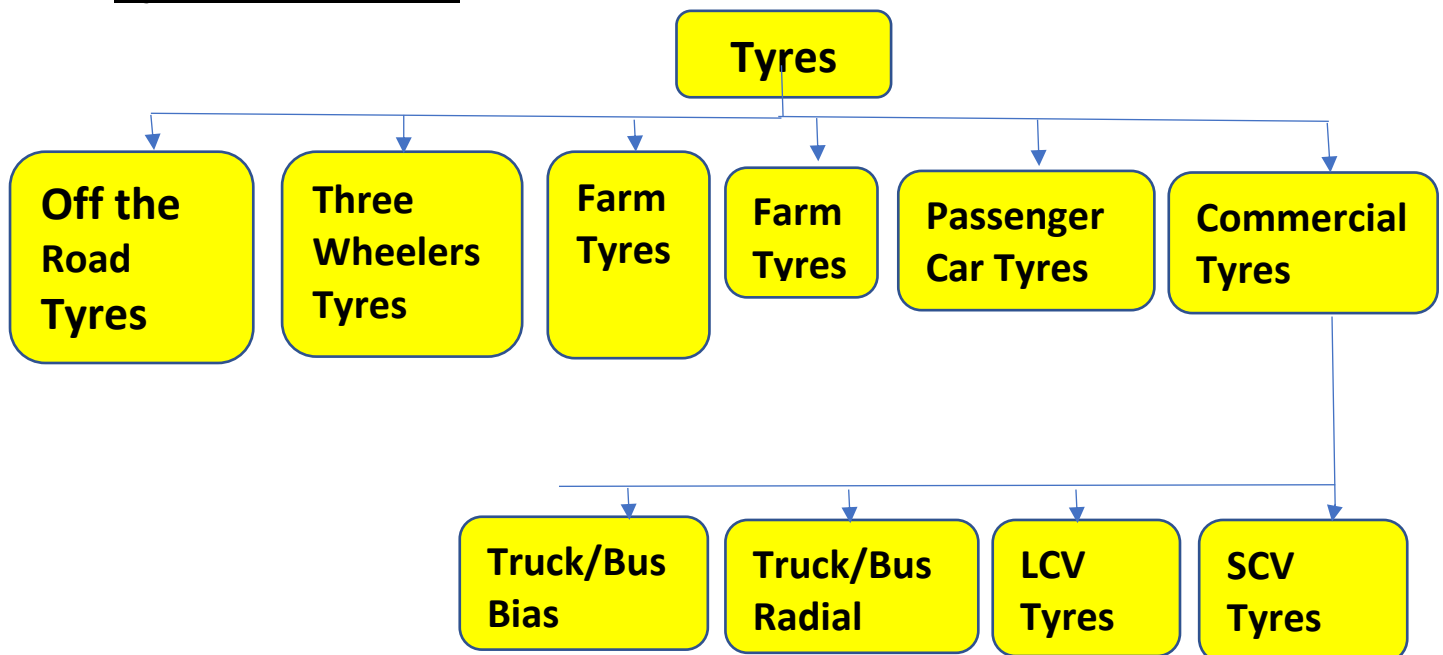
Figure: Core Values

MANUFACTURING PLANTS

JK Tyre has 9 modern plants in India which are strategically located at:

- Mysore, Karnataka -3
- Banmore, Madhya Pradesh
- Kankroli, Rajasthan
- Chennai, Tamil Nadu
- Haridwar, Uttarakhand - 3

Tyre Classification



Marketing Activities

1)



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.

Stemming from the necessity of creating mass awareness on social distancing, the company adopted a clutter breaking and lighthearted communicate through this campaign for a sustained and impactful outreach amidst the somber environment. It brings colorful and illustrative messages on the need to stay at home during the lockdown period, such as, ***“Phir Milenge, Tab Tak, Door Rahenge, Safe Rahenge”*** and ***“Jiyo Aur Jeene Do, Par Bahar Na Jaane Do”***.

2) JK Tyre’s latest campaign “ambitions of a young India”



JK Tyre & Industries Limited has launched a powerful TVC in their effort to build a premium imagery of the brand and establish a youth connect. Aimed at capturing the imagination of the young and ambitious Indians, new TVC talks about the enduring journey of international Indian ace-racer Armaan Ebrahim.

3) JK Tyre Motorsport



The JK Tyre National Racing Championship also known as JK-NRC is an auto racing championship series consisting of several one-make series events of open wheel single seater formula cars and saloon cars in India. The JK Tyre National Racing Championship also known as JK-NRC is a track racing championship series which was introduced in the year 1997.

CSR INITIATIVES

1. FIGHT AGAINST COVID-19



More than 30,000 masks and sanitizer bottles have been distributed among employees & local communities to ensure their safety.



Around 50 general health camps have been conducted wherein more than 5,000 patients have been attended and all the patients suffering from fever/ coughing have been advised to take precautionary measures.



Around 10,000 food packets have been distributed comprising dry food materials (Atta, Rice, Dal, etc.) among poor and needy people.

Project Objective

Topic for Research:

Analyze the reasons for JK's lower market share in PCR tyre. Identify if there's difference in market share size wise. If yes analyze in which sizes market share is low/high and why. Propose an action plan to increase market share by 5 percentage by end of FY21.

Objective of the Research:

In this survey I had to do survey for PCR tyres. So, I did this survey for around 3 weeks and surveyed the tyre dealers of JK exclusive, competitors and multi brand dealers also.

In this survey, I take the responses from competitors that what their company is doing different from others to increase their market share and sales.

In this survey I had contacted 250 dealers of competitors dealers and multi- brand dealers and 50 dealers of JK tyre.

I also asked from competitors that in what PCR tyre sizes their demand is high or low. I also took responses from multi brand dealers who are dealing in JK PCR tyre and those who are not dealing in Jk PCR tyre also.

In this survey I also contacted our JK exclusive dealers and took their responses also regarding that what we can do to increase our market share in PCR segment.

I asked several questions to competitors' dealers and multi brand dealers regarding what services their company is providing to the customers and why customers prefer to buy their brands.

This survey helped me to know about the PCR tyre and the fitment of the tyre size and it helped me to understand the position of tyre brands in the market. By this survey I also learned about the basics of tyres and tyre industry.

RESEARCH METHODOLOGY

Source of the data:

The research study is based on secondary data. Data regarding contact number is provided by the company side itself.

Sample Size

-  JK Tyre Exclusive Dealers- 34
-  MRF Exclusive Dealers- 49
-  Apollo Exclusive Dealers- 18
-  CEAT Exclusive Dealers- 28
-  Multi Brand Dealers- 74

Tool for Analysing Data

-  Questionnaire
-  Telephonic Interviews

Analysis of Multi Brand Dealers

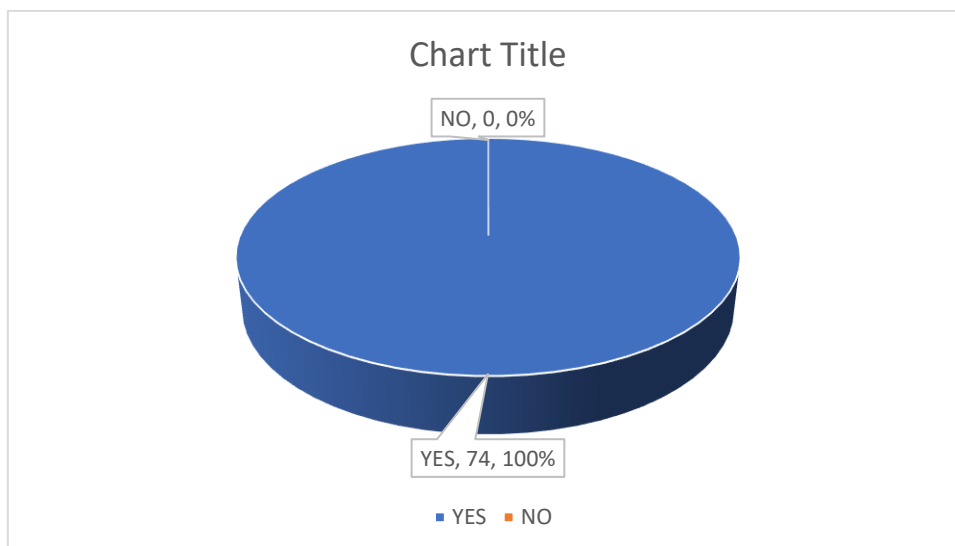


Fig: - 1 – MULTI BRAND SHOPS

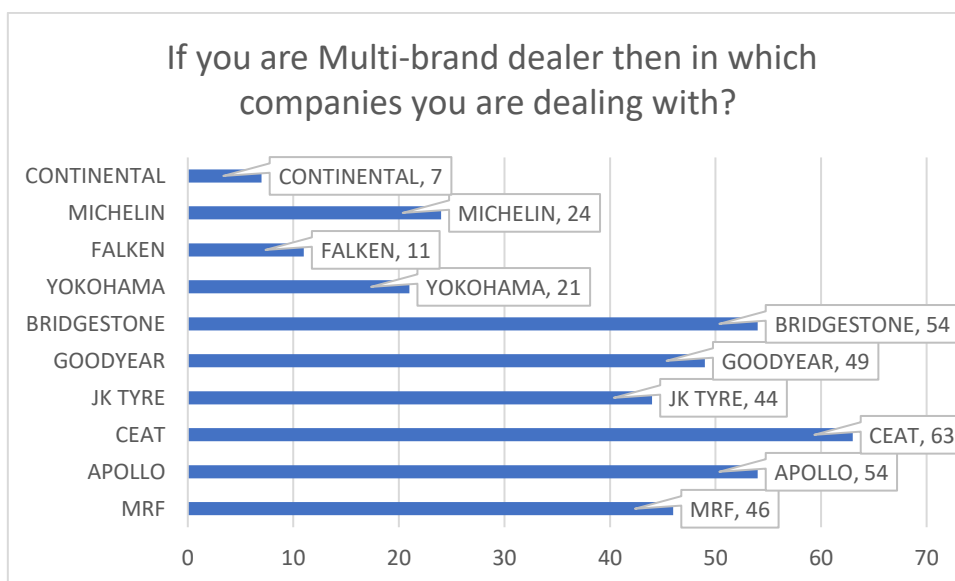


Fig:2 MULTI BRAND DEALERS BIFURCATION

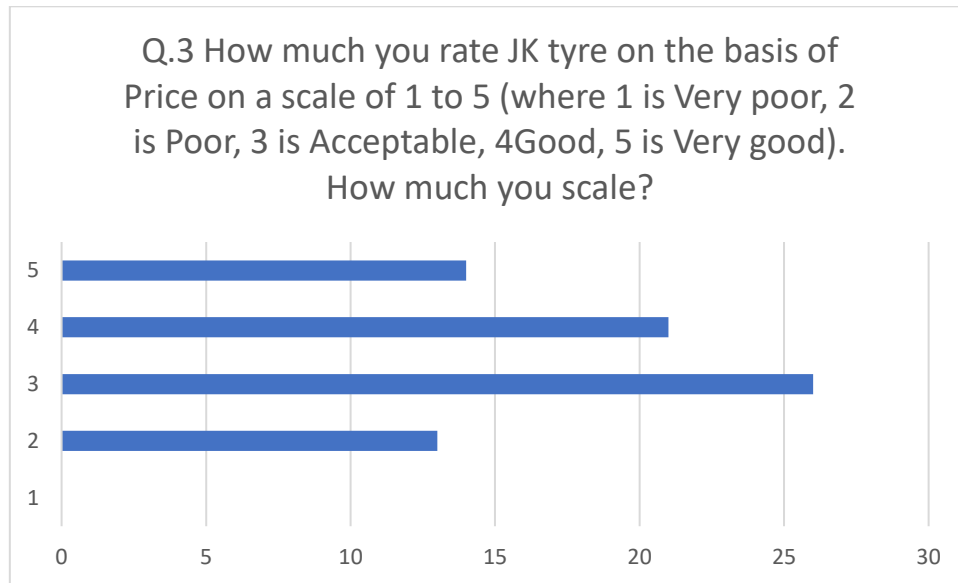


Fig: - 3 – RATINGS OF JK TYRE

As we can see in Fig-3 the pricing of JK Tyre is on a good side as the ratings given by Multi- brand dealers is between 3 to 5.

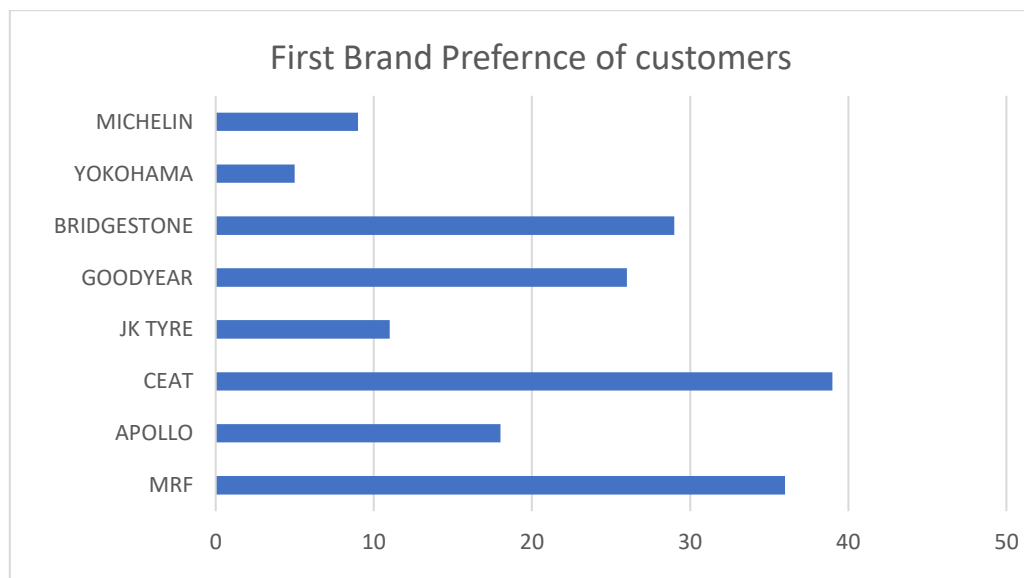


Fig: - 4 - First Brand Preference of customers

As we can see from Fig: -4, According to multi brand dealer most of the customers first brand preference are CEAT and MRF.

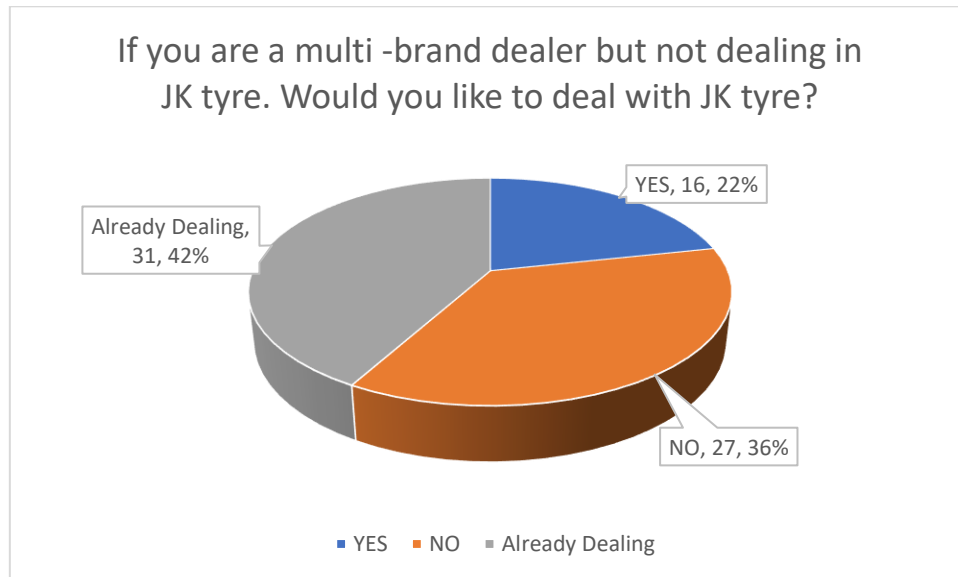


Fig: - 5

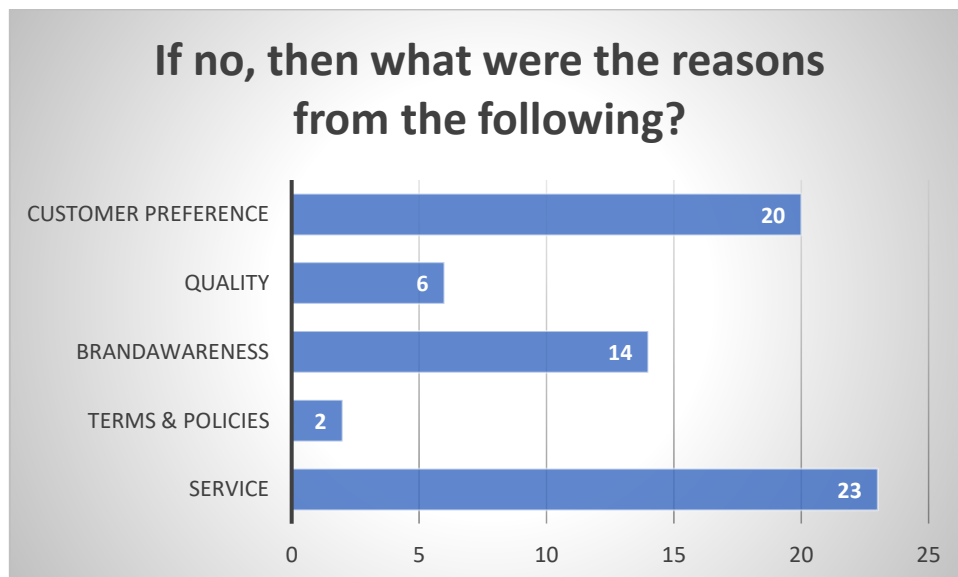


Fig: -6 - Reasons for not choosing JK Tyre

As we can see from Fig: - 6, the main reasons due to which the multi brand dealers are not ready to deal with JK Tyre are service & Customer Preference.

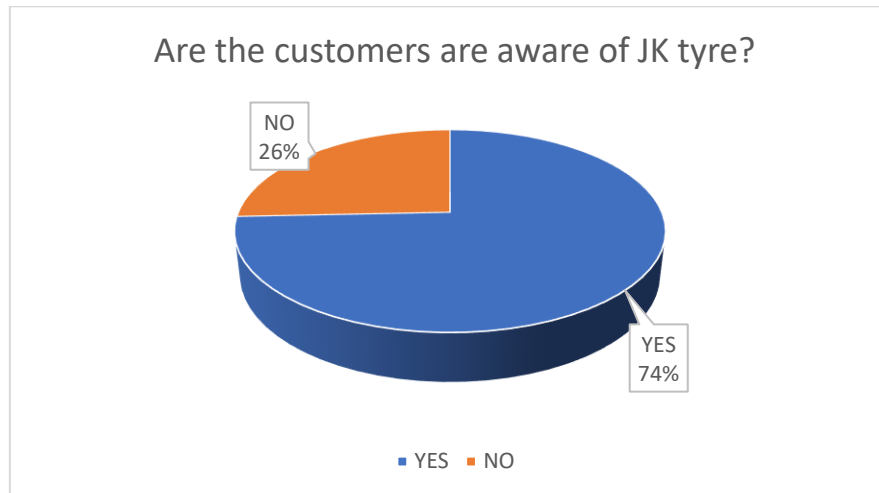


Fig: - 7 – Awareness of Customers

As we can see in Fig: - 7, Customer are aware of JK tyre as 74% of Customers know about JK tyre that can be clearly seen in above graph.

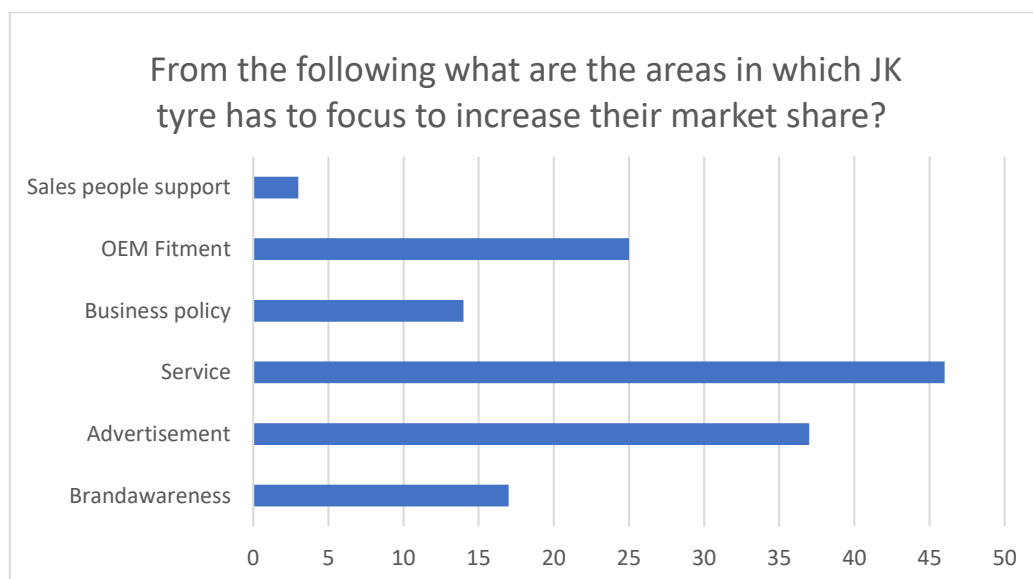


Fig: - 8 Areas to Focus

As we can see in Fig: - 8, According to Multi – brand dealers, JK Tyre mainly has to focus on Service, Advertisement and OEM fitment. But also need some focus on brand awareness and business policy to increase the Market Share.

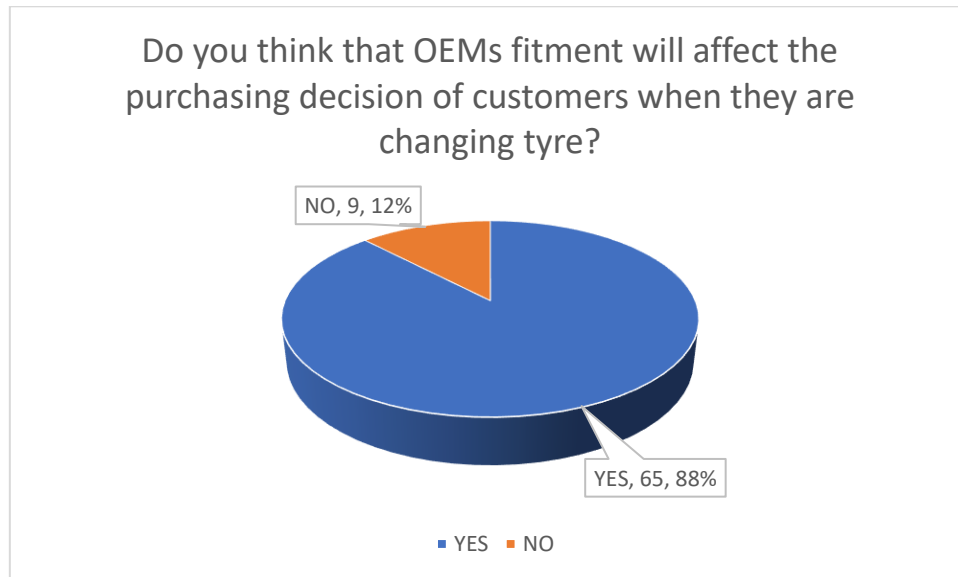


Fig: - 9 Effectiveness of OEM Fitment

As we can infer from fig: - 9, 88% of multi-brand dealers responded that OEM Fitment in PCR segment affects the purchasing decision of customers when they are changing their tyres.

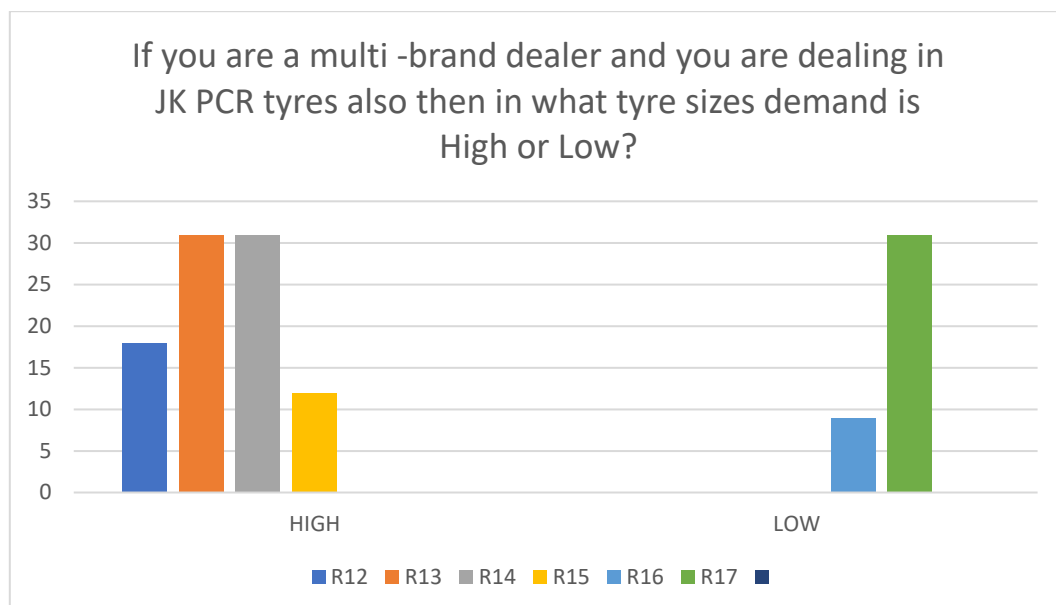


Fig: - 10 Demand of JK PCR Tyre

As we can see from fig: - 10 that R13 and R14 has high demand as compare to other sizes and the R17 has the lowest demand as compare to other sizes.

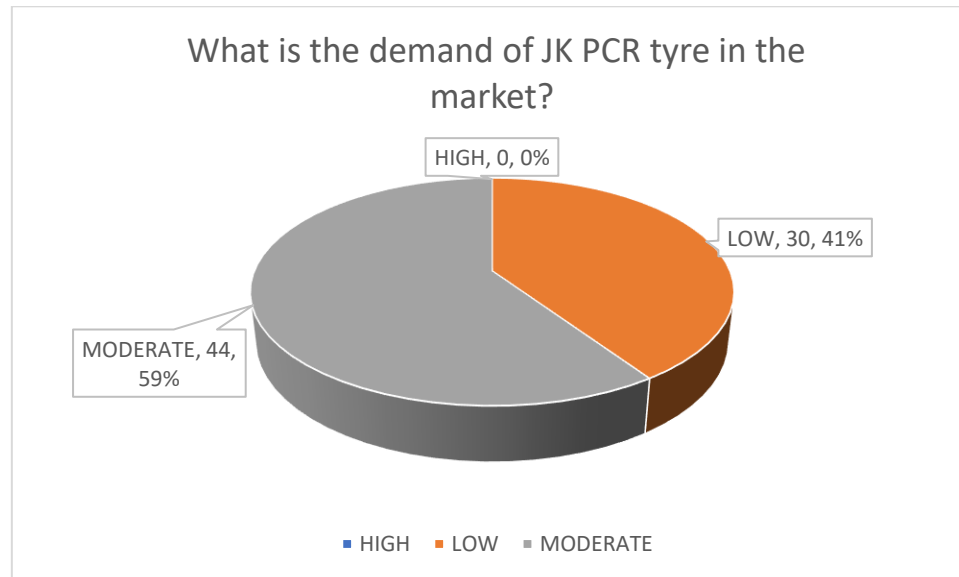


Fig: - 11 Demand of JK PCR Tyre

As we can see in figure: - 11 the demand for JK PCR Tyre is moderate as 59% of dealer rate it as moderate and 41 % of dealer rate it as Low.

According to Multi- Brand dealer's reasons behind the moderate demand of PCR segment in JK Tyre are mainly OEM Fitment, Advertisement, Customer Preference, Service.

Analysis of JK Exclusive Dealer

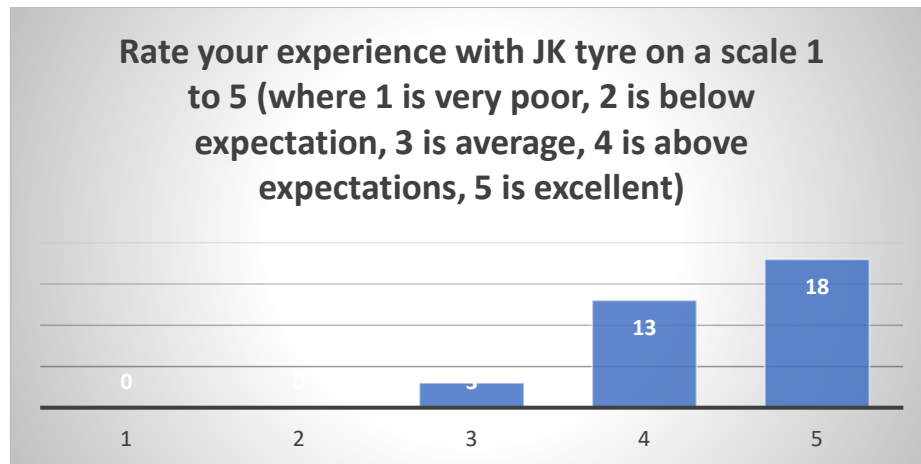


Fig: - 1 JK Exclusive Dealers Experience

As we can see in Fig: - 1, The responses from our JK exclusive dealers on their overall experience with JK Tyre is on excellent which is also shown in the graph.

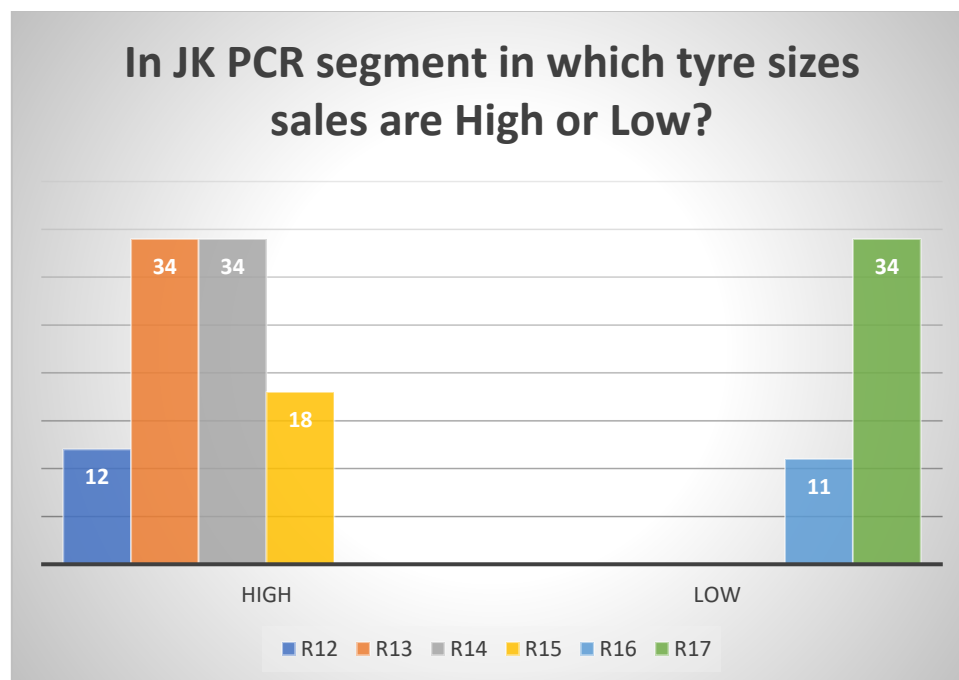


Fig: - 2 Demand of JK PCR Tyre

As we can see from fig: - 2 that R13 and R14 has high demand as compare to other sizes and the R17 has the lowest demand as compare to other sizes. Whereas R15 has an average demand.

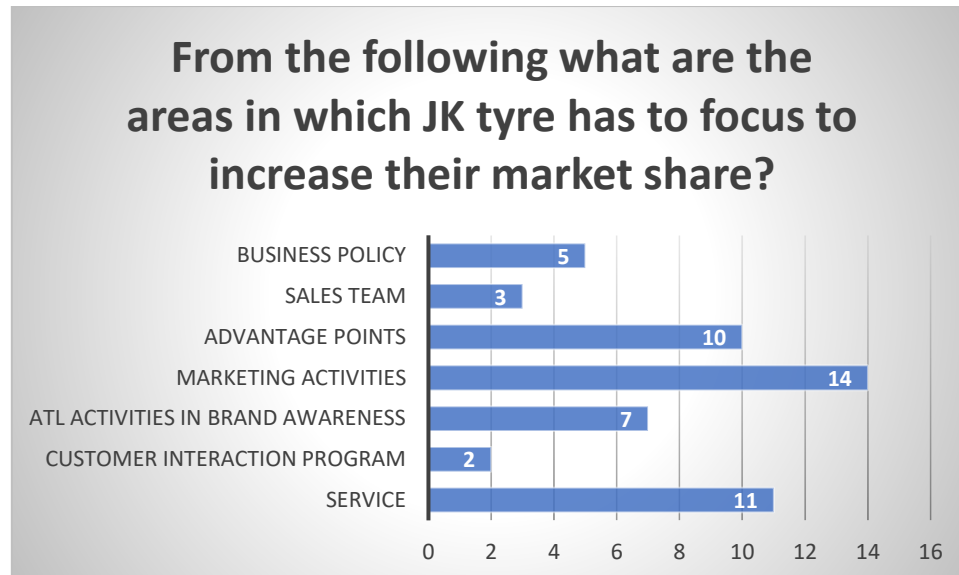


Fig: - 3 Areas to Focus

As we can see from Fig: - 3, According to our JK Tyre exclusive dealers the areas in we can focus are mainly Marketing Activities, Advantage Points, Service. And need some focus on ATL activities.

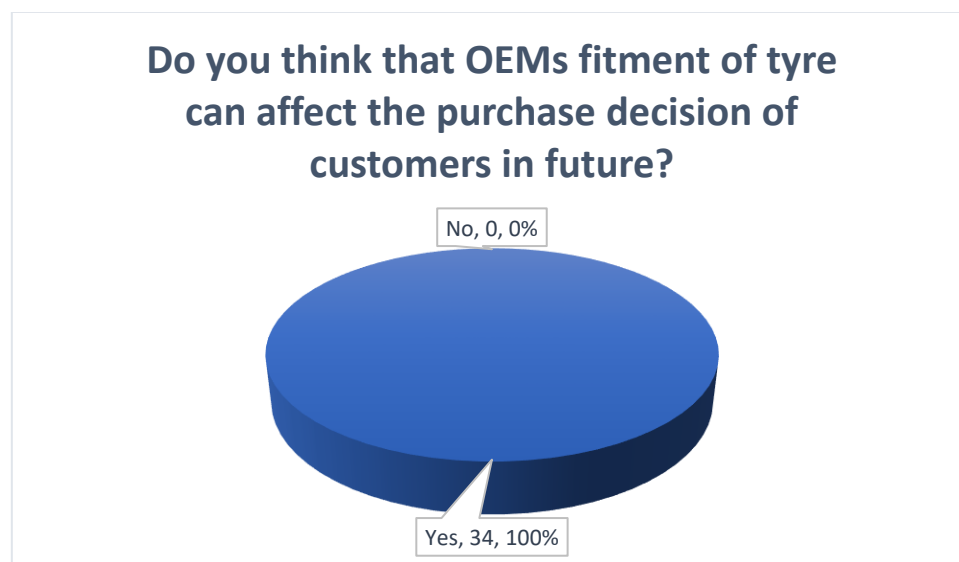


Fig: - 4 Effectiveness of OEM Fitment

As we can infer from fig: - 4, 100% JK Exclusive dealer's OEM Fitment in PCR segment affects the purchasing decision of customers when they are changing their tyres.



Fig: - 5 Areas to increase Market Share

As we can see in Fig: - 5. Strong OEM Presence, Service, Social Media Activities has higher influence among all other activities to increase the market share and to attract more customers to create brand awareness.

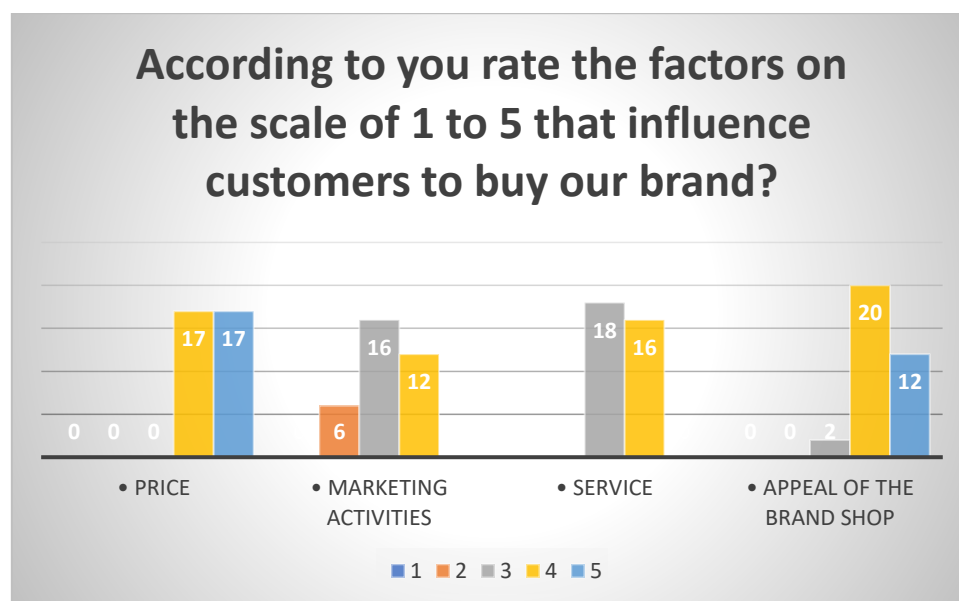


Fig: - 6 Factors Influencing Buying Decision

As we can see from Fig: - 6, According to our JK Tyre exclusive dealers the factors which can influence customer to buy our brand are Price and Appeal of the Brand Shop. Whereas Marketing Activities & Service are on a scale of average.

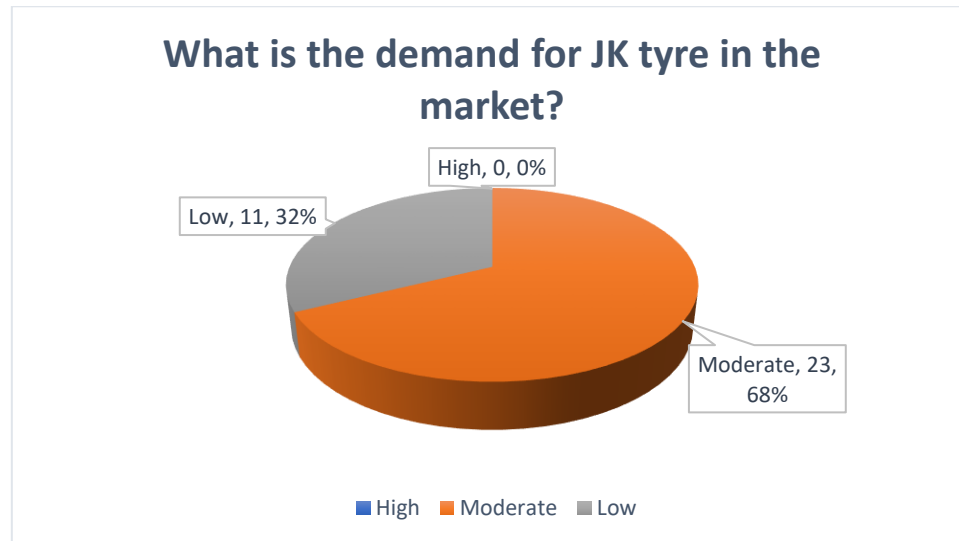


Fig: - 7 Demand of JK PCR Tyre

As we can see in figure: - 7, According JK Tyre Exclusive dealers the demand for JK PCR Tyre is moderate as 68% of dealer rate it as moderate and 32 % of dealer rate it as Low.

According to JK Exclusive dealer's reasons behind the moderate demand of PCR segment in JK Tyre are mainly Marketing Activities, Advantage Points and Service.

Analysis of Exclusive Dealers of MRF, APOLLO & CEAT

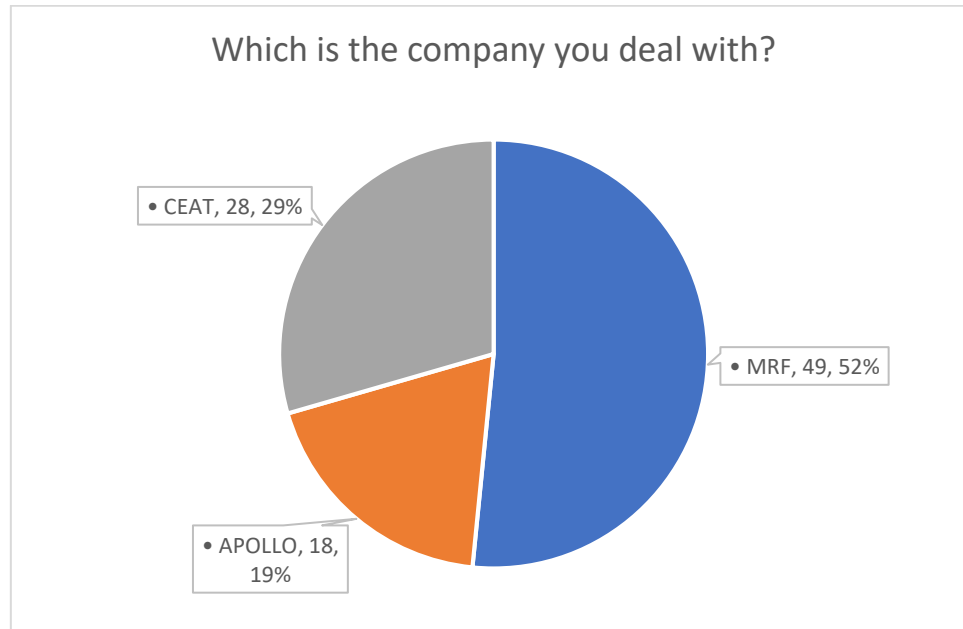


Fig: - 1 Exclusive Competitors Dealers Bifurcation

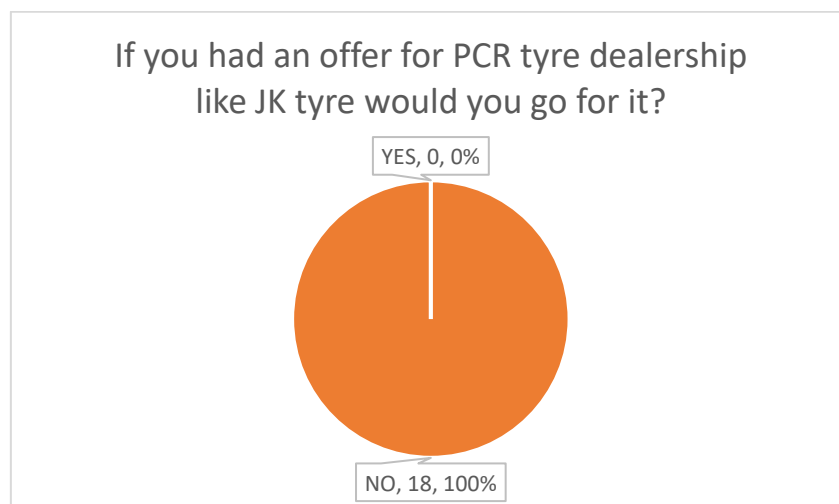


Fig: - 2 Apollo



Fig: - 3 MRF



Fig: - 4 CEAT

As we can see from above figures 2,3 & 4, the responses which we get from our competitor dealers that If they had an offer for PCR tyre dealership of JK tyre would you go for it in that all the competitor's dealers not shown the interest.

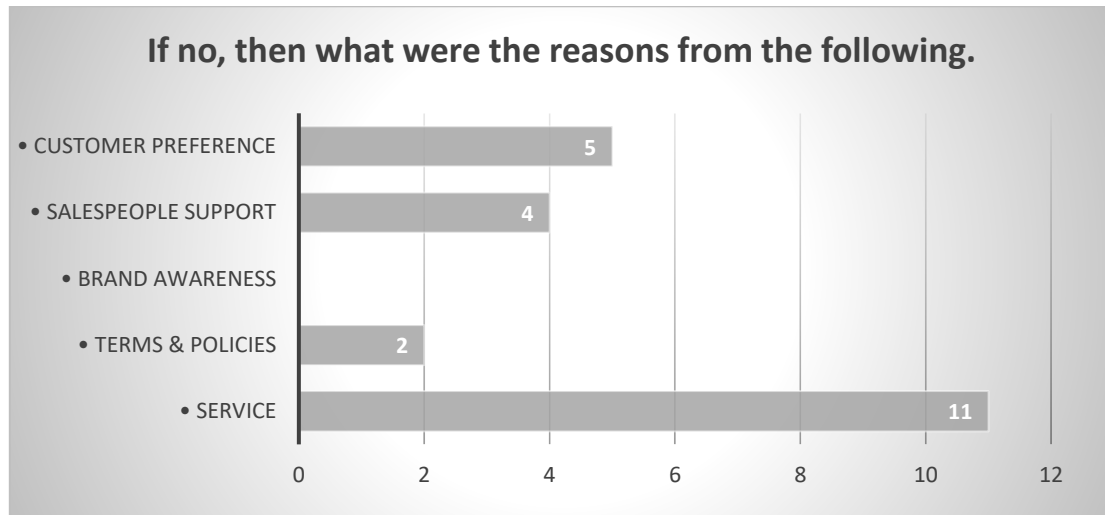


Fig: - 5 Apollo

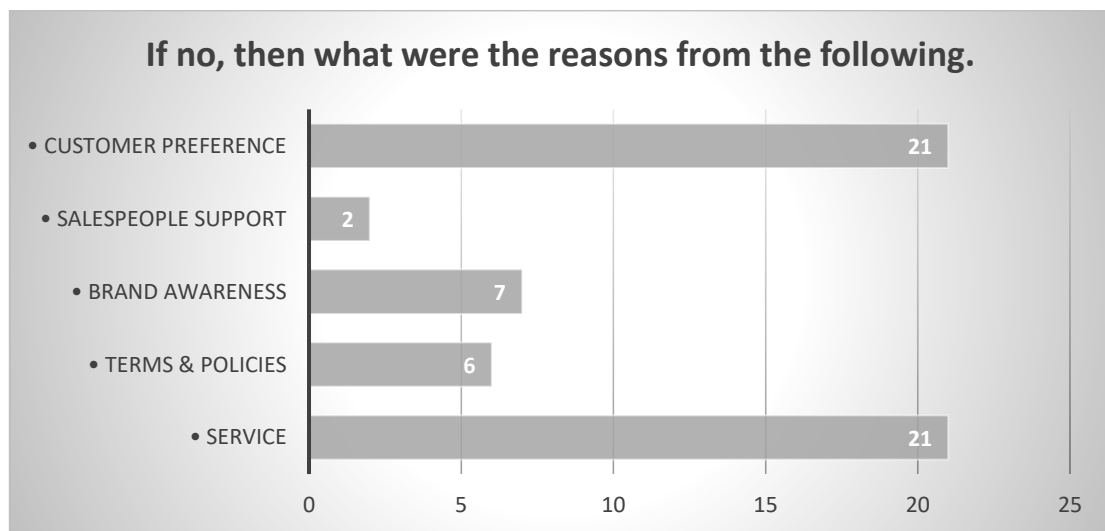


Fig: - 6 MRF

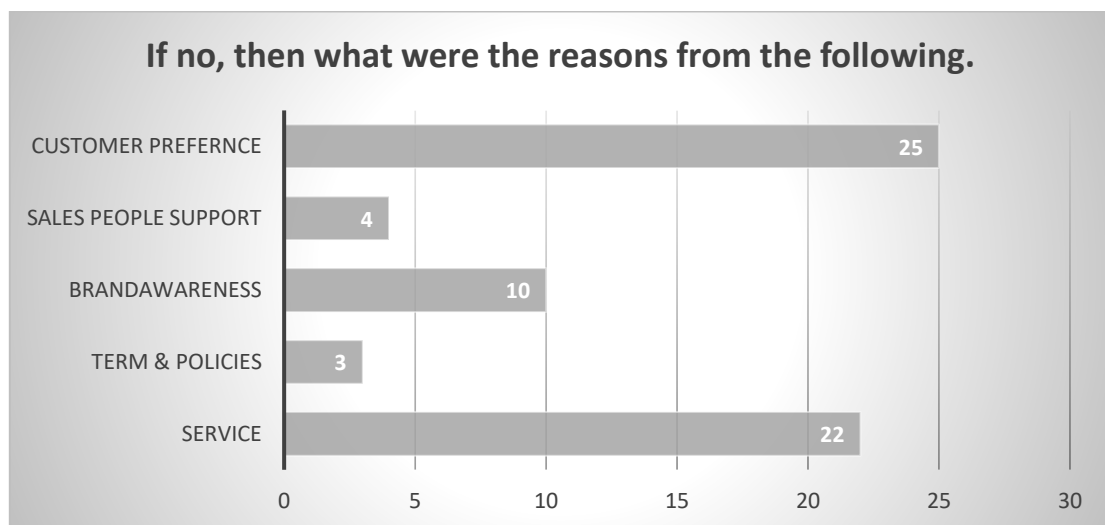


Fig: - 7 CEAT

As we can see above graphs i.e. Figures 5,6,7 mainly Customer Preference and service are the reasons due to which other brands exclusive dealers are not willing to work with JK Tyre.

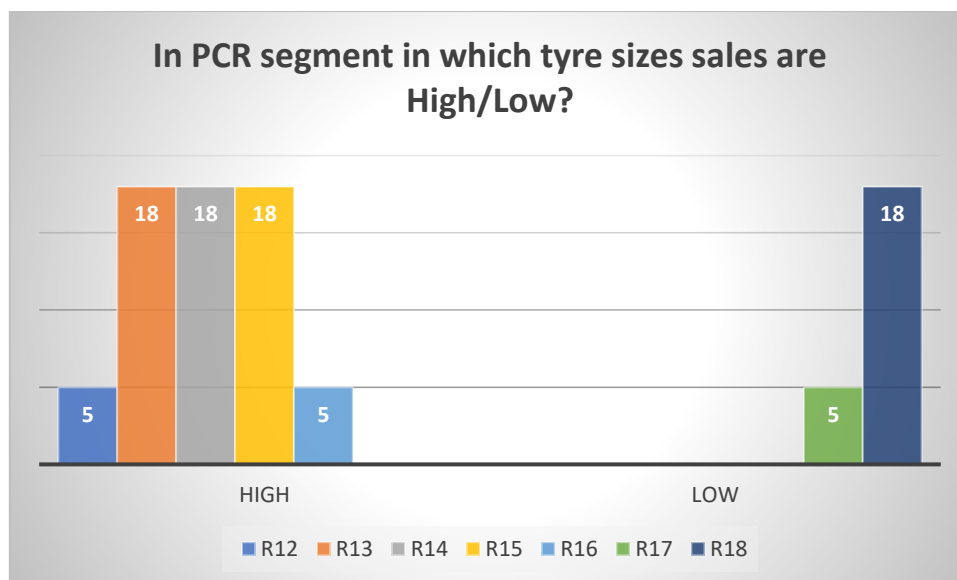


Fig: - 8 Apollo

As we can see from figure 8 of Apollo Exclusive dealers, according to them the sizes in PCR in which demand are High are R13, R14 & 15. And in RIM size 18 the demand is low.

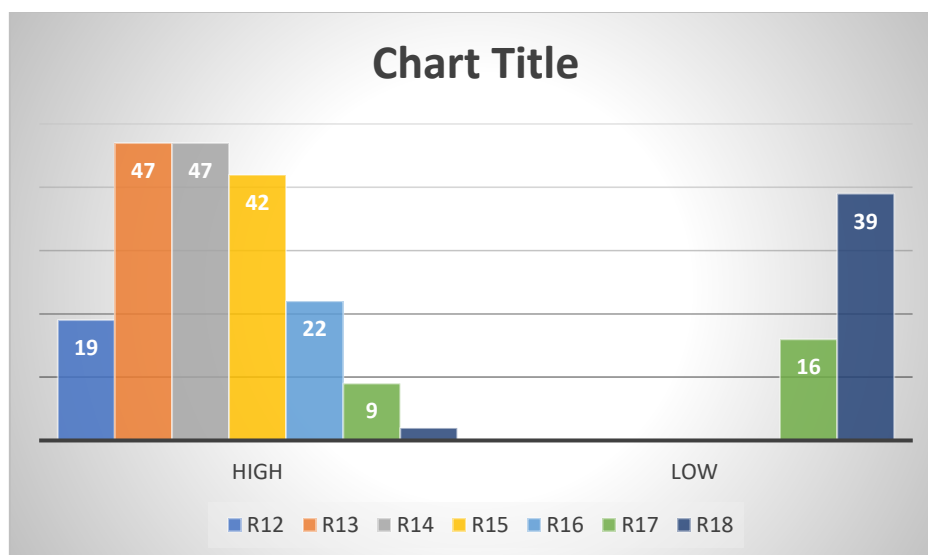


Fig: - 9 MRF

As we can see from figure 9 of MRF Exclusive dealers, according to them the sizes in PCR in which demand are High are R13, R14 & 15. And in RIM sizes 17 and 18 the demand is low.

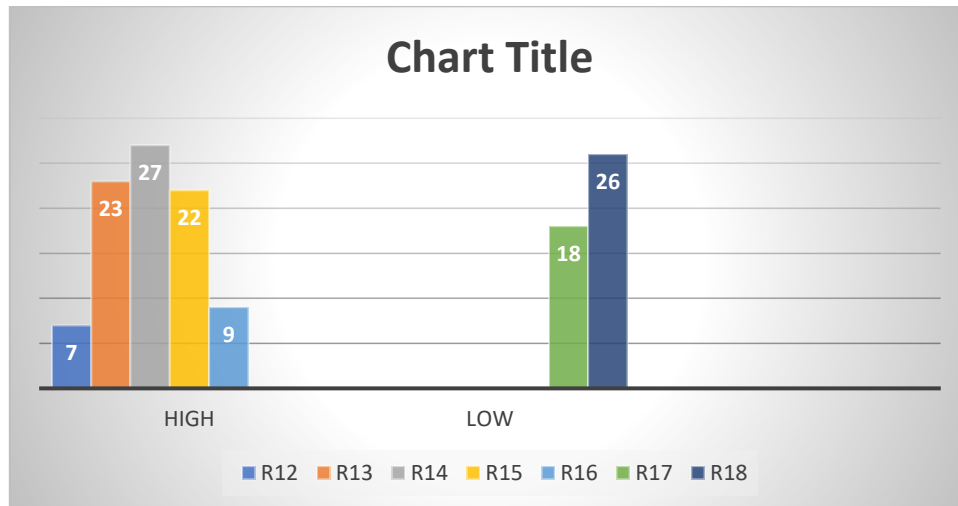


Fig: -10 CEAT

As we can see from figure 10 of MRF Exclusive dealers, according to them the sizes in PCR in which demand are High are R13, R14 & 15. And in RIM sizes 17 and 18 the demand is low.

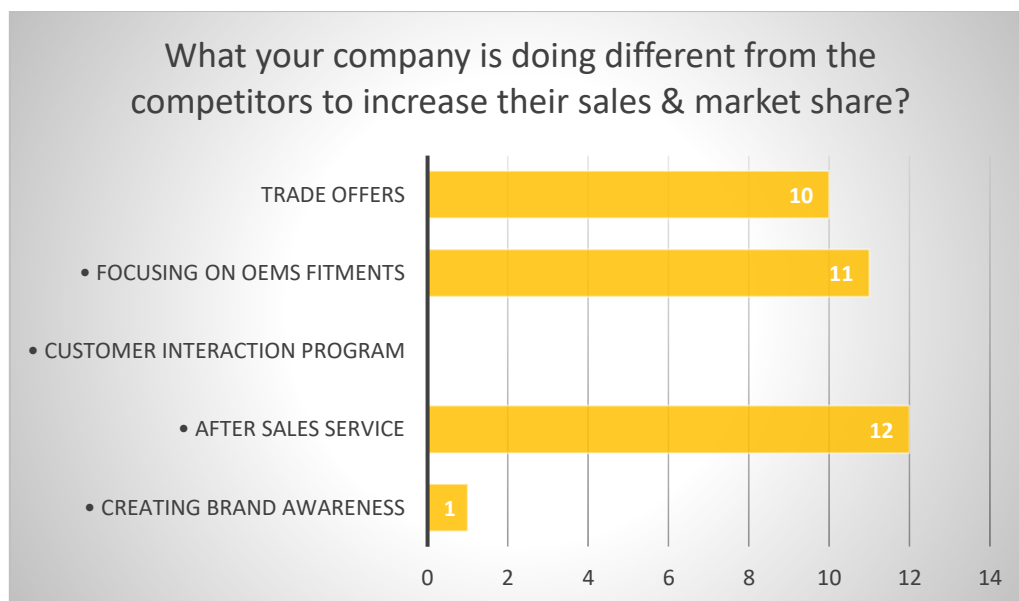


Fig: - 11 Apollo

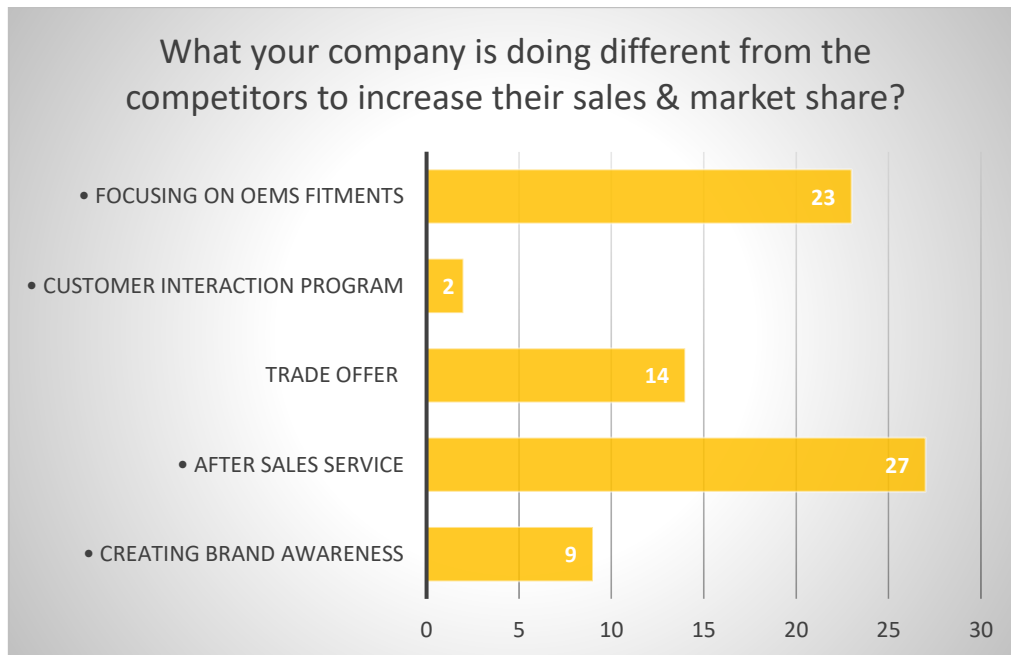


Fig: - 12 MRF



Fig: - 13 CEAT

From the above figures 11,12, &13 i.e. Apollo, MRF and CEAT are focusing on activities like Trade offers, Focusing on OEM fitment and After Sales Services to increase their Sales and Market Share.



Fig: - 14 Apollo

As we can see from figure 14, of Apollo which influence them to choose their current brand over JK Tyre are due these main factors which are Sales Team Support and Service.

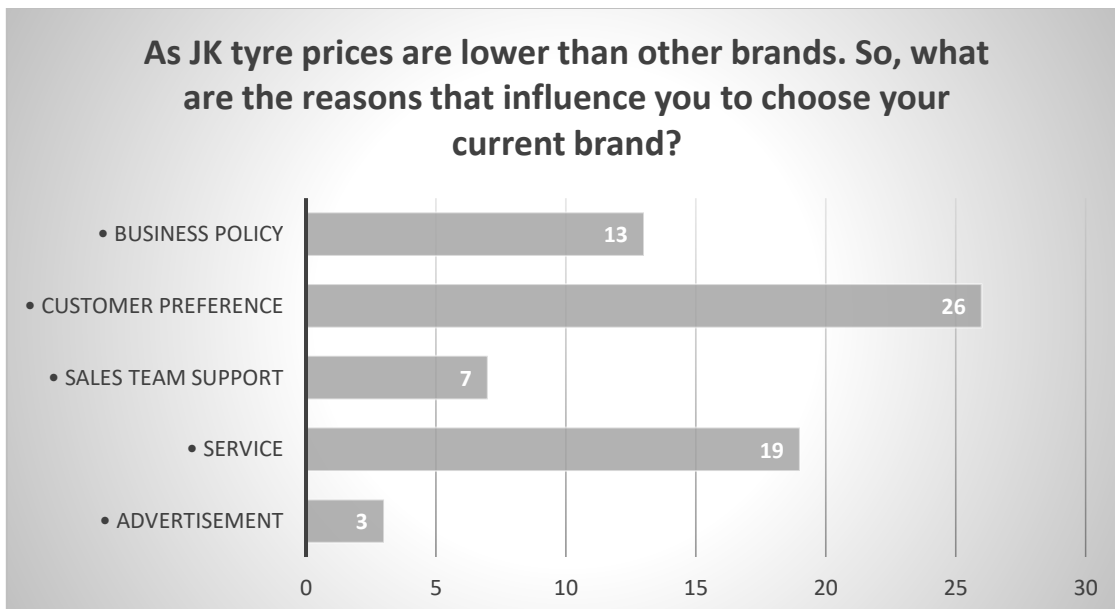


Fig: -15 MRF

As we can see from figure 15 of MRF, which influence them to choose their current brand over JK Tyre are due these main factors which are Customer Preference and Service.



Fig: -16 CEAT

As we can see from figure 16 of MRF, which influence them to choose their current brand over JK Tyre are due these main factors which are Customer Preference, Sales Team Support and Service.



Fig: -17 Apollo

As we can see in figure 17 of Apollo. According to Apollo exclusive dealers the factors due to which customers prefer to buy their brand are mainly Service, COST and APPEAL OF THE BRAND SHOP.

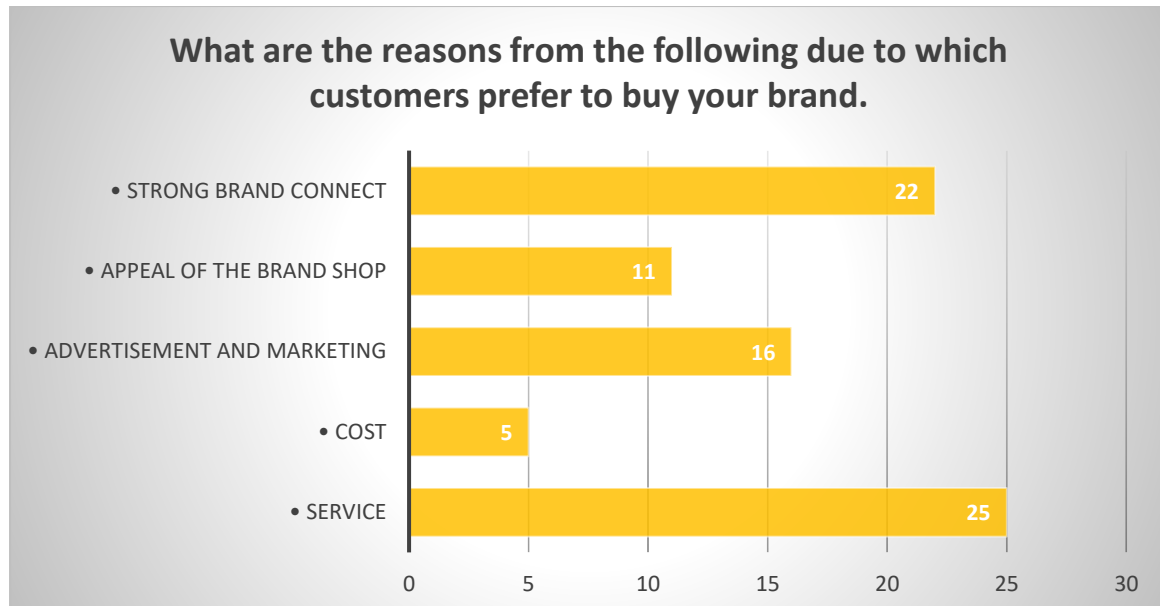


Fig: -18 MRF

As we can see in figure 18 of MRF. According to MRF exclusive dealers the factors due to which customers prefer to buy their brand are mainly Service, ADVERTISEMENT & MARKETING and STRONG BRAND CONNECT.



Fig: - 19 CEAT

As we can see in figure 19 of CEAT. According to CEAT exclusive dealers the factors due to which customers prefer to buy their brand are mainly “Service, APPEAL OF BRAND SHOP and STRONG BRAND CONNECT”.

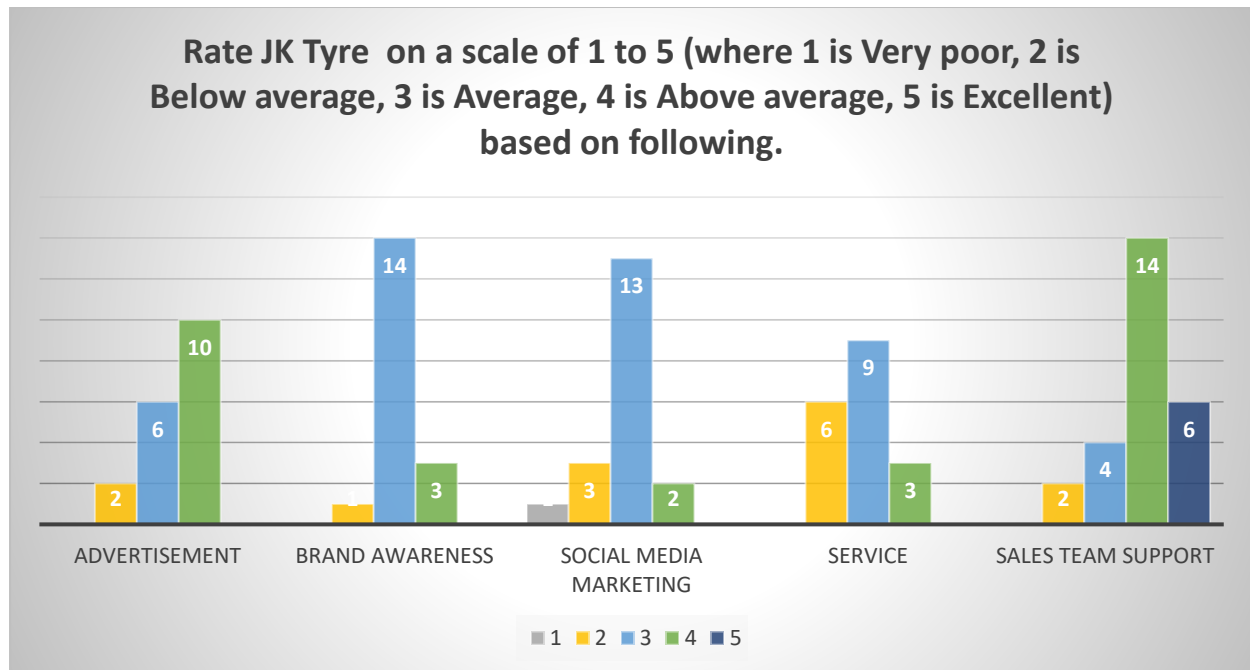


Fig: - 20 Apollo

As we can see in figure 20, according to Apollo exclusive dealers JK Tyre Advertisement and Sales team support are good as their maximum ratings are between 4-5 whereas some activities like Brand awareness, Social Media Marketing and Services are on the scale of average ratings i.e. up to 3.

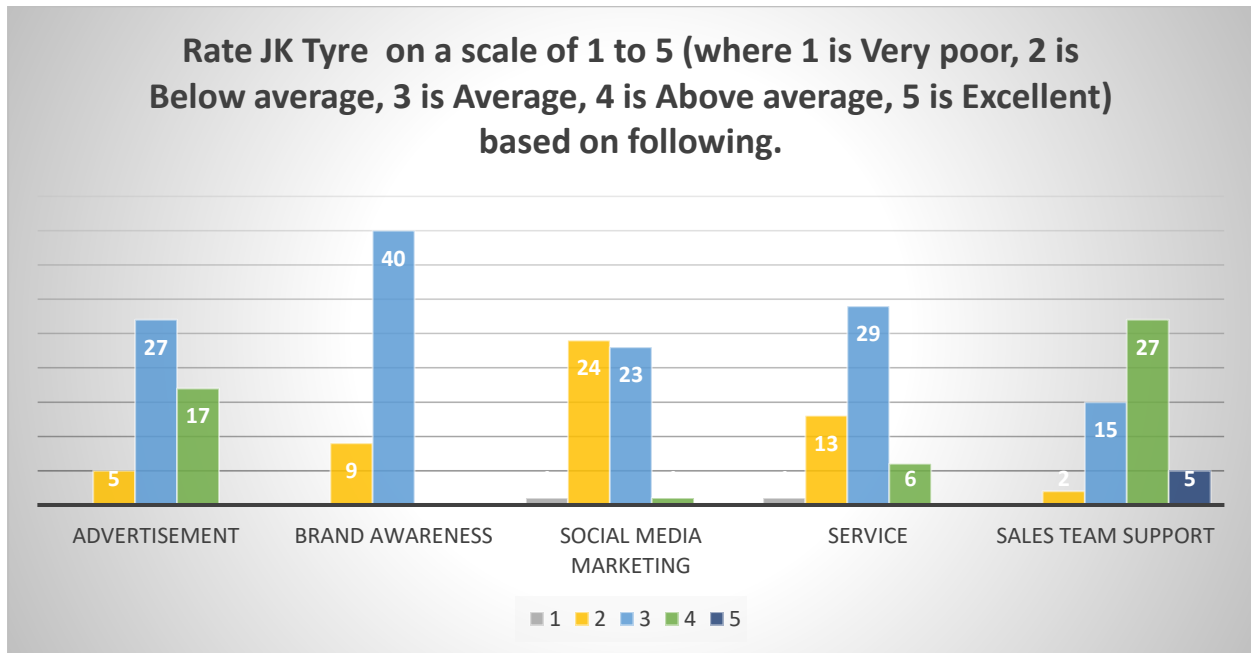


Fig: -21 MRF

As we can see in figure 21, according to MRF exclusive dealers JK Tyre Sales team support are good as their maximum ratings are between 4-5 whereas other activities are on scale of average i.e. up to 3.

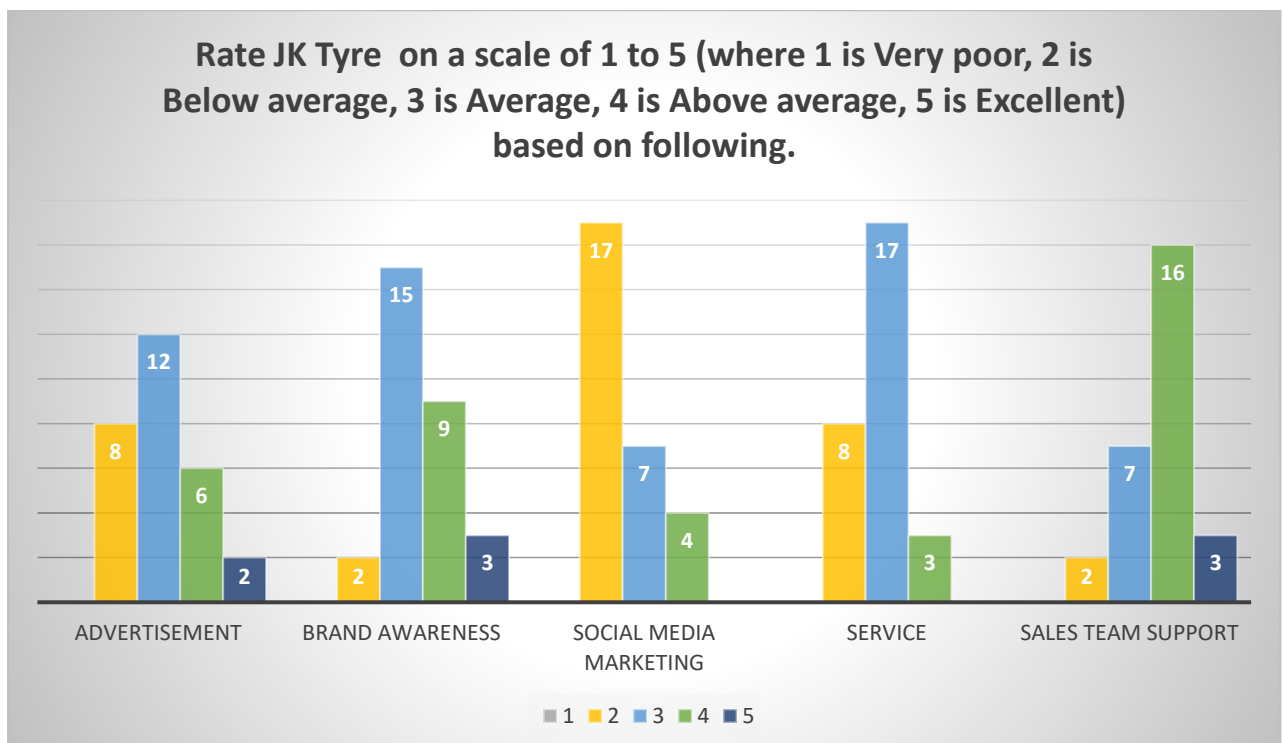


Fig: -22 CEAT

As we can see in figure 22, according to CEAT exclusive dealers JK Tyre Sales team support are good and Advertisement, Brand Awareness & Service are on

average i.e. up to 3. But Social Media Marketing has poor ratings i.e. is between 1 to 2 which is below average.

From the above three figures 20, 21 & 22, the rating given by APOLLO, MRF & CEAT dealers for JK Tyre from the above parameters which are shown in graphs are on scale of average except the Sales Team Support which is rated above average by competitors dealers.

Conclusions

- As responses received from competitors and multi brand dealer's peoples are aware of JK Tyre.
- According to dealers of both MRF, Apollo, CEAT, JK Exclusive and Multi brand dealers are Jk is not that much good in terms of Strong OEM Presence, Service, Social media activities, Advertisement, & Advantage points.
- According to multi brand and exclusive dealer's OEM fitment affect the purchasing decision of customers while replacing their tyres.
- In tyre size of R13,14& 15 demand is high, in R16 demand is average and in R17 demand is low for PCR Tyres.
- According to all the dealers JK tyre has a moderate demand for PCR Tyre in the market.
- According to responses, Service and Appeal of the brand shop influence customer most to purchase the tyre.
- Reasons for not dealing with JK tyre but dealing with competitors are Sales team support, Customer preference & Service.

Recommendations

- JK Tyre can start doing Strong OEM presence in PCR segments and come up with OEM fitments in different passenger vehicles with different Automobiles companies.
- In terms of service JK tyre can improve its after sales services i.e. Warrant & claims because customers are more concerned about service provided by the company.
- Jk tyre can start an online application for the claim settlement of tyres which is also convenient for dealers and customers and will be less time consuming also.
- For better service experience JK tyre also can give authentication to its big traders for claim settlement of tyres by providing them proper claim training.
- Company can do TV commercials for PCR tyre with any well-known celebrity as it engages more customers with the brand. Company can also sponsor TV shows which has higher viewership or can sponsor any sports personality like MRF & CEAT is doing.
- Jk tyre can increase its social media visibility by doing social media activities on various social media platforms.
- Company can continue with their advantage points policy for the dealers as it motivates the dealers to do more business.
- To increase the market share JK tyre can come up with more attractive trade offers for the customers on a purchase of PCR tyres. As trade offers attracts more customer to purchase our brand.

References

- <https://www.alphainvesco.com/blog/>
- <https://www.jkorg.in/>
- <https://www.jktyre.com/>

Appendices

Questionnaire for Exclusive MRF, APOLLO, CEAT etc

Q1. Do you have a brand shop?

- ☐ Yes
- ☐ No

Q2. Which is the company you deal with?

- ☐ MRF
- ☐ APOLLO
- ☐ CEAT
- ☐ BRIDGESTONE
- ☐ GOODYEAR

Q3. If you had an offer for PCR TYRE dealership like JK tyre would you go for it?

- ☐ Yes
- ☐ No

Q4. If no, what were the reasons from the following?

- ☐ Service
- ☐ Terms & Policies
- ☐ Brand awareness
- ☐ Salespeople support
- ☐ Customer Preference

Q5. In PCR segment in what tyre sizes demand is High/Low for you brand?

a) R12 b) R13 c)R14 d)R15 e)R16 f)R17 g)R18

Q6. What your company is doing different from the competitors to increase their sales and market share?

- Creating brand awareness
- After sales services
- Customer interaction programme
- Focusing on OEM fitment
- Trade offers

Q7. As JK tyre prices are lower than others brand. So, what are the reasons that influence you to choose your current brand?

- Advertisement
- Service
- Sales team support
- Customer preference
- Business policy

Q8. What are the reasons from the following due to which customer prefer to buy you brand?

- Service
- Cost
- Advertisement& marketing
- Appeal of brand shop
- Strong brand connect

Q9. Rate JK tyre on a scale of 1 to 5(Where 1 is very poor, 2 is below average, 3 average, 4 is above average, 5 excellent) based on following.

- Advertisement
- Brand awareness
- Social media marketing
- Service
- Sales team support

Questionnaire for JK Exclusive

Q1. Rate your experience with Jk tyre on a scale of 1 to 5 (where 1 is very poor, 2 is below expectations, 3 is average, 4 is above average, 5 is excellent).

- a) 1
- b) 2
- c) 3
- d) 4
- e) 5

Q2. What is the demand for JK tyre in the market?

- ☐ HIGH
- ☐ MODERATE
- ☐ LOW

Q3. In JK PCR segment which tyre sizes sales are High/Low?

- a) R12 b) R13 c) R14 d) R15 e) R16 f) R17

Q4. From the following what are the areas in which JK tyre has to focus to increase their market share?

- ☐ Service
- ☐ Customer interaction programme
- ☐ ATL activities in brand awareness
- ☐ Marketing activities
- ☐ Advantage point
- ☐ Sales team support

- Business policy

Q5. Do you think that OEM fitment of tyre can affect the purchasing decision of customers?

- Yes
- No

Q6. How JK tyre can increase its market share and attract more customers to create brand awareness.

- Social media activities
- Promoting and sponsor any sport celebrity & league
- Services
- Strong OEM fitment

Q7. According to you rate the factors on a scale of 1 to 5 that influence customers to buy our brand.

- Price
- Marketing activities
- Services
- Appeal of the brand shop

Questionnaire for Multi- brand dealer

Q1. Do you have a multi brand shop?

- ☐ Yes
- ☐ No

Q2. If you are multi brand dealer then in which company, you are dealing with?

- ☐ MRF
- ☐ APOLLO
- ☐ CEAT
- ☐ JK TYRE
- ☐ BRIDGESTONE
- ☐ GOODYEAR
- ☐ OTHERS

Q3. How much you rate JK tyre on the scale of 1 to 5 (where 1 is very poor, 2 is poor, 3 acceptable, 4 good, 5 is excellent). How much you scale

- a)1
- b)2
- c)3
- d)4
- e)5

Q4. When customer came to your shop which is the brand preference among all?

- ☐ MRF
- ☐ APOLLO

- ☐ CEAT
- ☐ JK TYRE
- ☐ BRIDGESTONE
- ☐ GOODYEAR
- ☐ OTRHERS

Q5. If you are a multi brand dealer but not dealing JK tyre. Would you like to deal with JK tyre?

- ☐ Yes
- ☐ No
- ☐ Already dealing

Q6 if no then what were the reasons from the following?

- ☐ Service
- ☐ Terms & policies
- ☐ Brand awareness
- ☐ Quality
- ☐ Customer preference

Q7. Are the customers aware of JK tyre?

- ☐ Yes
- ☐ No

Q8. From the following what are the areas in which JK tyre has to focus to increase their market share?

- ☐ Brand awareness
- ☐ Advertisement
- ☐ Service
- ☐ Business policy
- ☐ OEM fitment
- ☐ Sales team support

Q.9 Do you think that OEMs fitment will affect the purchasing decision of customers when they are changing tyre?

- ☐ Yes
- ☐ No

Q.10 If you are a multi -brand dealer and you are dealing in JK PCR tyres also then in what tyre sizes demand is High or Low?

a) R12 b) R13 c)R14 d)R15 e)R16 f)R17

Q.11 What is the demand of JK PCR tyre in the market?

- ☐ High
- ☐ Low
- ☐ Moderate