



At IME, our priority is to reinforce BKT's position as a trusted global partner in mining and OTR tyres and we are showcasing our advanced EARTHMAX range, which has proven performance in some of the toughest mining environments worldwide

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Q-1. How are the preparations going on for IME and is BKT going to have any special launches at the event?

Ans. At IME 2025, BKT will showcase a wide range of its advanced EARTHMAX series – tyres engineered for the toughest mining applications, both underground and surface. Each product reflects our commitment to durability, safety, and performance in extreme operating conditions:

- **EARTHMAX SR 55–** a solid performer for Load Haul Dump (LHD) machines in underground mining, designed with a smooth tread and cut-resistant compound for maximum durability in confined, abrasive environments.
- **EARTHMAX SR 468–** engineered for Rigid Dump Trucks (RDTs) in large open-pit and surface mining, this

giant tyre delivers excellent stability, extended wear life, and heat resistance under high-load, long-cycle operations.

- **EARTHMAX SR 53–** built for wheel loaders and wheel dozers in surface mines, featuring an extra-deep tread and reinforced casing to handle sharp rocks and heavy-duty load cycles with reduced downtime.
- **EARTHMAX SR 53–** specifically crafted for Low Profile Dump Trucks (LPDTs) used in underground mining, offering exceptional traction, wear resistance, and robustness where space and safety are critical.
- **EARTHMAX SR 34–** a versatile solution for mining trucks, combining a non-directional tread pattern with excellent heat dissipation and stability for enhanced

performance in varied mine haulage conditions.

Together, these products represent BKT's integrated approach to mining tyres – delivering **reliability, longevity and safety** while supporting the industry's growing focus on productivity and sustainability. With our extensive EARTHMAX portfolio, we are ready to meet the unique demands of mining customers across both India and global markets.

Q-2. What sets BKT apart in providing the perfect tire solutions for earthmoving sector.

Ans. With a wide range of earthmover tires made locally in India, we ensure quick deliveries, reduced wait times, and lower costs. Our commitment to innovation is reflected in our extensive product range, including all-steel radial (ASR),

designed to meet diverse earthmoving needs. By combining global expertise with local insight and responsive after-sales service, we deliver solutions that enhance productivity, safety, and efficiency on your job site.

Q-3. How can BKT strengthen its market position at IME to ensure sustainable profitable growth in a competitive tyre industry?

Ans. At IME, our priority is to reinforce BKT's position as a trusted global partner in mining and OTR tyres. We are showcasing our advanced EARTHMAX range, which has proven performance in some of the toughest mining environments worldwide. By combining robust products with digital solutions and strong after-sales service, we aim to differentiate on value rather than just price. This approach ensures

long-term, sustainable growth in an increasingly competitive market.

Q-4. What strategies will BKT employ at IME to overcome its perception as solely an agricultural brand and establish itself as a diversified tire manufacturer?"

Ans. IME is an opportunity for us to showcase the breadth and balance of our portfolio. While agriculture remains a strong pillar for BKT globally, we have expanded into off-road segment such as mining, construction, quarrying, and port. By presenting a range of solutions for diverse industries, we're demonstrating our ability to serve multiple segments and reduce dependence on any single market cycle, positioning BKT as a stable, multi-segment partner.