



In a first for the Indian automotive industry, **JK Tyre & Industries Ltd**, a leader in tyre technology and innovation, today announced a major advancement with the launch of **India's first Embedded Smart Tyres for the Passenger Vehicle (PV) segment**. This landmark innovation redefines the future of driving, setting a new industry benchmark in intelligent, connected and sustainable mobility.

Designed and developed in-house and manufactured at JK Tyre's state-of-the-art Banmore facility in Madhya Pradesh, the next-generation Smart Tyres feature advanced sensors embedded within the tyre structure. This breakthrough technology continuously monitors critical parameters including air pressure, temperature, and potential air

JK Tyre Pioneers India's Smart Mobility Revolution with Embedded Smart Tyres India's first passenger car tyres with built-in sensors for smarter, safer drives

leaks, delivering real-time actionable insights that significantly enhance vehicle safety, performance, and efficiency.

The development underscores JK Tyre's commitment to 'Aatmanirbhar Bharat' and the 'Make in India' vision, reinforcing its leadership in homegrown technological advancements. Beyond safety, the embedded smart tyres are engineered for longer tread life, improved fuel efficiency, and reduced environmental impact.

Speaking at the launch, **Dr. Raghupati Singhania, Chairman & Managing Director, JK Tyre & Industries Ltd.**, said, "The launch of our Embedded Smart Tyres marks a defining milestone in JK Tyre's innovation journey. Backed by our strong R & D and manufacturing capabilities, this achievement reflects our commitment to advancing technology-driven mobility. By integrating intelligence at the very core of performance, we are transforming the way India drives, making mobility smarter, safer, and more sustainable. This development is a testament to JK Tyre's unwavering focus on technological excellence and our vision to lead the future of connected mobility."

The Embedded Smart Tyres

will be available in the aftermarket through JK Tyre's dealerships, initially in sizes ranging from 14 to 17 inches.

JK Tyre's innovation journey is exemplified by its pioneering 'SMART Tyre' technology an industry-first solution that combines Tyre Pressure Monitoring Systems (TPMS) with cloud-based analytics, first introduced in 2019 through TREEL sensors. Widely adopted across dealer networks and authorized outlets, this connected mobility solution has gained strong traction among both fleet operators and individual consumers. With the SMART Tyre, JK Tyre reaffirmed its position as a frontrunner in intelligent mobility, driven by its commitment to safety, performance, and future-ready technology.

Innovation has always been at the core of JK Tyre's identity. Over the decades, the company has introduced numerous industry-first advancements that have shaped the Indian tyre landscape from pioneering radial tyre technology in India to leading the way with next-generation smart tyre solutions. Through continuous research, advanced engineering, and a deep commitment to sustainability, JK Tyre continues to redefine mobility for a more efficient future.



About JK Tyre & Industries Ltd.

The flagship company of JK Organisation, JK Tyre & Industries Ltd is amongst the top 20 tyre manufacturers in the world with 11 globally benchmarked 'sustainable' manufacturing facilities - 9 in India and 2 in Mexico – that collectively produce around 35 million tyres annually. Pioneering Radial technology in India, the Company produced its first radial tyre in 1977. JK Tyre's unwavering commitment towards innovation is reflected through its state-of-the-art global research and technology centre the "Raghupati Singhania Centre

of Excellence" in Mysore, which houses state-of-the-art testing and validation equipment. JK Tyre secured 'Best in Class' rating in ESG performance in recognition of its superior environment, social and governance (ESG) practices. JK Tyre has been awarded the most coveted Safety award in the world - the 'Sword of Honour' for Safety across all its plants by the British Safety Council, UK. JK Tyre has also been recognized among the India's top 30 Most Sustainable companies by Business World and JK Tyre is India's first tyre company to join RE100.

For more information, visit www.jktyre.com

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