

Unveiling the Saga of JK Tyre to Leash Full Control on the Indian Roads

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ABSTRACT

JK Tyre was established as a private limited company in West Bengal on February 14, 1951. Till March 31, 1970, the company was engaged in the managing agency business. The company obtained a licence in February 1972 for the manufacture of automobile tyres and tubes. JK Tyre & Industries is the flagship company of JK Organisation. The quantitative tools of Time Series, Trend analysis and Ratio analysis has been used to understand the Financial performance of J.K. Tyre in India and its three major competitors.

KEYWORDS: Tyres, Time series, Ratio analysis, Finance.

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