JK Tyre showcases future-ready products at the Bharat Mobility Global Expo 2024

New Delhi, February 3rd, 2024: Indian Tyre Industry major, JK Tyre & Industries showcased its wide range of advanced products, backed by technological excellence at India's first Bharat Mobility Global Expo 2024. The first-of-its-kind global Expo in India, brought together the entire mobility value chain under one roof.

Themed 'Innovation For The Future,' JK Tyre's product exhibit highlighted its commitment to bringing in technological advancements. The company displayed its highly sustainable tyre 'UX Green' made of 80% sustainable materials along with it a selection of EV Tyres was also on display.

Additionally, visitors could also take a look at the complete range of product including flagship offerings like the Smart Tyre and Puncture Guard Tyres for Passenger Vehicles, the X-series (Xtra Fuel efficient, Xtra Mileage, Xtra Durability) product line for the Commercial Vehicles market, amongst other products. Complementing the product showcase, JK Tyre offered visitors an immersive experience with a motorsport zone featuring go-karting activities while registering high footfall at the show.

JK Tyre has been at the forefront of industry transformation, since bringing in Radial Tyre Technology to the nation in 1977. As one of the key players in the industry, the company is well poised to steer changes, ensuring that the road to the future is both innovative and inclusive.