JK Tyre Rolls Out India's First Passenger Car Tyre with ISCC PLUS-certified Material

JK Tyre & Industries Ltd., the pioneers of innovation in tyre industry have commenced production of its 'UX Royale Green' passenger car tyres using **ISCC PLUS-certified** raw materials at its Chennai Tyre Plant— marking yet another first in the Indian tyre industry. This milestone reflects JK Tyre's steadfast commitment to innovative technology and sourcing alternative feedstocks which reduces the reliance on fossil-based materials through continuous R&D excellence.

The certification, granted under the globally applicable International Sustainability and Carbon Certification (ISCC PLUS) framework, validates the sustainability characteristics of alternative feedstocks throughout the entire supply chain, further reinforcing the company's dedication to supporting the transition to a circular economy and bioeconomy and circular manufacturing practices. Developed in April 2023, India's first passenger car radial tyre, linked to 80% bio, bio-circular and circular materials, sourced through the mass balance approach, was put to rigorous evaluation and testing. The UX Royale Green is the result of over a decade of dedicated research by JK Tyre's Global Tech Centre. The company's R&D team has been focused on developing alternative solutions to replace conventional petroleum-based materials with innovative options.

On this occasion, Dr. Raghupati Singhania, Chairman & Managing Director, JK Tyre & Industries Ltd., said, "The commencement of sustainable tyre production represents a defining step in JK Tyre's journey toward environmentally responsible innovation. We are pleased to set new industry benchmarks that balance high performance with ecological responsibility. This milestone reflects our ongoing commitment to drive responsible mobility—anchored in green technology, circular economy principles, and the delivery of world-class, low-impact products. At the same time, innovation, quality and safety continue to be foundational to our operations."

While sustainability remains a primary focus, excellence and reliability continue to be core pillars of JK Tyre's processes and practices. The company was the first tyre manufacturer in the world to receive ISO 9001 certification across its entire operations in 1995, a testament to its commitment to best-in-class manufacturing standards and customer satisfaction. Every tyre innovation, including the UX Royale Green, reflects this legacy of quality and performance. The ISCC PLUS certification for raw material ensures end-to-end traceability of innovative materials across the value chain. In JK Tyre's UX Royale Green, certified raw materials include bio-attributed polymers, renewable oils, recycled rubber powder, recovered carbonaceous black, recycled polyester, and steel wire, all sourced under circular practices. With this achievement, JK Tyre reinforces its role as a trailblazer in innovative tyre technology and a trusted partner in India's innovative industrial journey.