JK Tyre Strengthens Farm Portfolio with Launch of 'Shresth Plus'

Hisar, February 14, 2026: **JK Tyre & Industries Ltd**., one of India's leading tyre manufacturers, today **launched its all-new premium farm tyre, 'Shresth Plus', at Krishi Darshan Expo 2026** in Hisar. The new product was unveiled by Shri Subhash Barala, Member of Rajyasabha, Parliament of India in the presence of **Mr. Srinivasu Allaphan, Director – Sales & Marketing, JK Tyre & Industries,** along with other company officials.

The launch further expands JK Tyre's premium farm tyre portfolio and reinforces the company's commitment to advancing innovation for modern agricultural applications.

Speaking on the occasion, **Mr. Srinivasu Allaphan, Director – Sales & Marketing, JK Tyre & Industries,** said, *"Indian agriculture is rapidly embracing mechanization and higher horsepower tractors. Premiumisation at the core of our business strategy, we are focused on bringing advanced, high-performance solutions to the farm segment. 'Shresth Plus' reflects this direction, combining superior traction, durability, and stability to meet the evolving needs of modern farming. The product has been designed to help farmers and fleet operators achieve better efficiency, reliability, and consistent performance across varied agricultural applications."*

'Shresth Plus' has been developed for the evolving realities of modern farming, where higher horsepower tractors, longer working hours, and varied soil conditions demand tyres that deliver consistent performance. With high Non-Skid Depth (NSD), broader lug design, and optimized land distribution, the tyre offers better traction, longer mileage, and improved roadability. Its angular step lug pattern and tie bar between lugs enhance stability and reduce tread movement in tough field conditions, while the Eagle Eye design, strong nylon body, and improved buttress ensure better protection, higher load-carrying capacity, and greater resistance to sidewall damage across both field and on-road use.

JK Tyre offers an extensive farm tyre portfolio designed to support diverse agricultural operations across varying soil conditions and usage patterns for tractors and implements. At the Expo, the company is showcasing its complete farm range, highlighting the depth of its offerings across tractor categories and applications. The display reinforces JK Tyre's strong presence in the agricultural segment and its continued focus on delivering reliable, high-performance solutions that enhance efficiency, durability, and productivity for modern farming needs.

JK Tyre is showcasing its farm tyre range at Stall OA-15-16 from 14 to 16 February at the Northern Region Farm Machinery Training & Testing Institute (NRFMTTI), Hisar, during Krishi Darshan Expo 2026, where visitors can experience the design and technology up close.

As a pioneer of motorsport in India and a frontrunner in showcasing high-adrenaline formats like drift and stunt demonstrations, JK Tyre has set up a dedicated motorsport arena at the

Mela, where a trained stunt driver is performing live tractor stunts for visitors, adding to the overall excitement.

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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