

WELCOME



HCI
Suppliers Club Society

Learning Through Sharing

Benchmark Plant visit- MRF Tyres Limited FY 2023-2024

Objective : Learn **best practices** & Identify New Ideas and Opportunities for **Efficiency improvement** and **Strengthening systems**.

Company : MRF Tyres Limited, Pondicherry

27th February 2024.

MRF Tyres Limited

MRF, India's largest tyre manufacturer, has a rich and varied history. What started as a small rubber balloon unit in 1946, is today an approximately 2.5 billion USD company, featuring in the top 20 tyre Mfg. of the world. MRF manufactures tyres across all segments, from heavy and light commercial vehicles, passenger cars, tractors, earth movers, motorsport tyres, 2-wheelers to tyres for fighter aircraft. MRF is the first and only Indian supplier of tyres for the Sukhoi SU-30 fighter aircraft of the Indian Air force. The race track is MRF's laboratory and MRF has used motorsport to develop and test tyres for the road. Team MRF has won the prestigious FIA Asia Pacific Rally Championship (APRC) a record 9 times, the only Indian tyre company to have achieved this honour. MRF was ranked no.3 in the non-FMCG category in the Kantar Brand Z, 2021 survey and is the 6th strongest brand in the country as per Brand Finance 2022, a UK-based brand valuation company.