



Prop: Kesoram Industries Ltd.

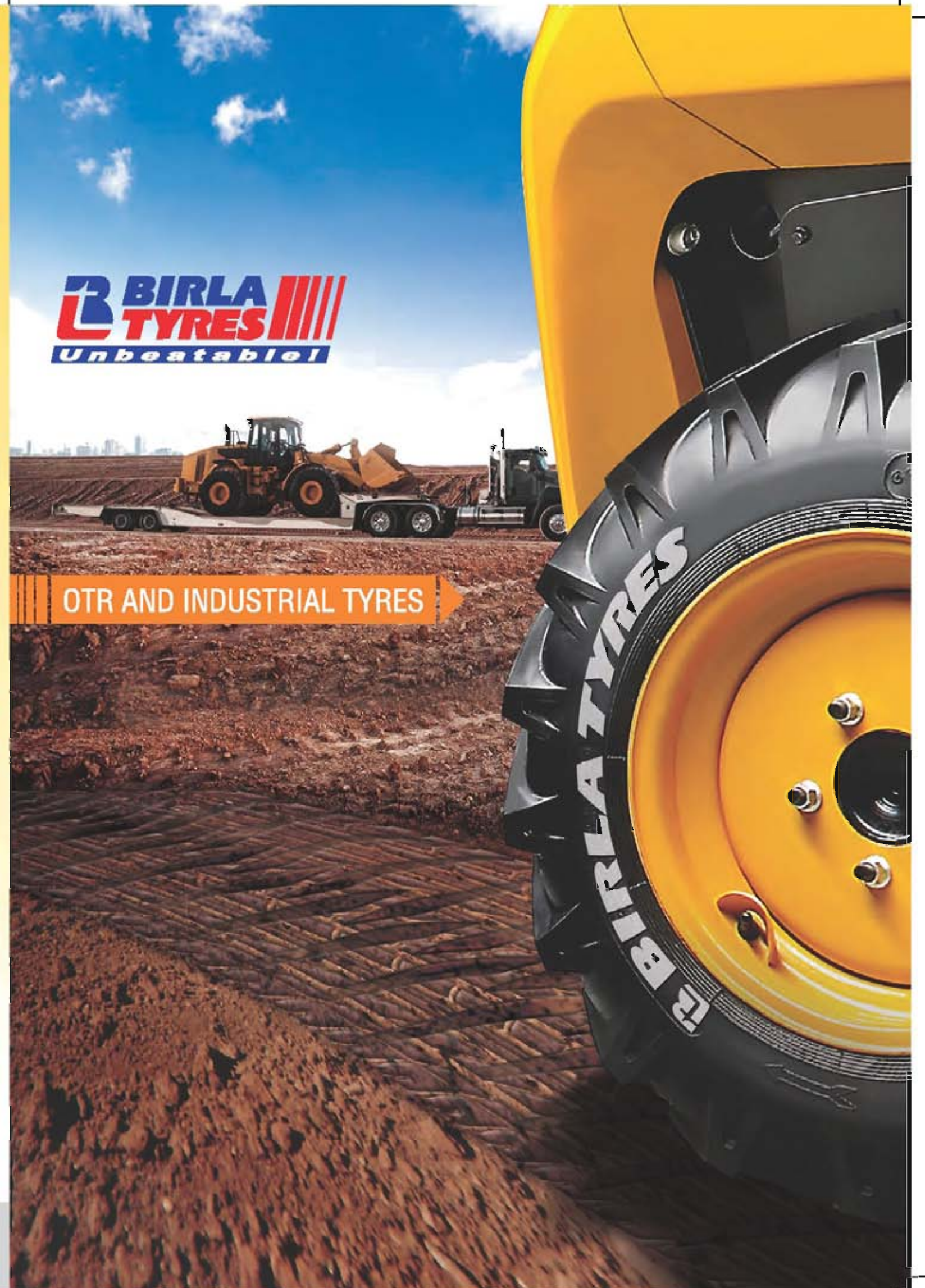
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Kesoram Industries Limited (of which M/S Birla Tyres is a division) is proposing, subject to receipt of requisite approvals, market conditions and other considerations, to make a rights issue of its equity shares and has filed a draft letter of offer ("DLOF") with the Securities and Exchange Board of India ("SEBI"). The DLOF is available on website of SEBI at www.sebi.gov.in as well as on the websites of the lead managers at www.sblsops.com, www.rclgarcm.com and www.yesbank.in. Investors should note that investment in equity shares involves a high degree of risk and for details relating to the same, see the section titled "Risk Factors" of the aforementioned offer document.



OTR AND INDUSTRIAL TYRES



THE UNBEATABLE JOURNEY



Birla Tyres commenced its journey in 1991. It is one of the leading tyre manufacturers in India, producing high quality tyres for Off-The-Road (OTR), Industrial & Mining Sectors, Light Commercial Vehicle (LCV), Farm, 2 & 3 Wheeler, Truck, Bus and Car.

Birla Tyres has a nationwide network of depots and sales centres with a huge dealer base and a dedicated sales team across the country, supported by a dedicated service team. It is a supplier for several Original Equipment Manufacturers (OEMs).

Birla Tyres has received the prestigious TPM award under the guidance of Japan Institute of Plant Maintenance. It is also accredited with ISO 14001, QS 9000 and ISO/TS 16949:2009.

The company has, over the years, put its product footprint in over 50 countries across the world and has been exporting OTR, Truck & Bus, LCV, Farm and 2 & 3 Wheeler tyres. Birla Tyres has also been an eight time recipient of CAPEXIL's Special Export Award.

GRADER MAX

Built for units operating in city and country maintenance work on highway, soft earth, sand, mud and dirt. Particularly suited for machinery engaged in grading embankments, deep drainage e.g. Motor Graders, Cranes, Port Cranes and Container Handlers.



FEATURES

- Dual angled bars
- Open center/shoulder grooves
- Wide tapered bars/lugs
- Optimized Tread Rubber compound
- Strong & tough Casing

BENEFITS

- Outstanding traction in soft soil/lugs stability and longer wear
- To help the tyre to dig deeper for strong pull in soft earth
- Superior cleaning ability, more bites in each wheel turn to force mud/soil out
- Slow tread wear, high cut/abrasion resistance
- More retreads



- Deep continuous tread design to restrict slippage
- 'Break L' tread design pushes rubber to shoulder areas



- Wide 'SUCKER' grooves to hold onto soft surfaces
- Wide shoulder channel which keeps out the mud and sand

SL. NO.	TYRE SIZE	PR	TRA CODE	RIM SIZE	TT / TL	OD (In mm)	SW (In mm)	TREAD DEPTH (In mm)	NOS. OF LUG	INFLATION PRESSURE (PSI)	MAXIMUM LOAD V& SPEED			
											10 KMPH		40 KMPH	
											LOAD (Kgs)	PSI	LOAD (Kgs)	PSI
1	13.00-24	12	G2	8 TG	TT	1290	338	22.5	23	44	5600	85	2725	44
2	13.00-24	16	G2	8 TG	TL	1290	338	22.5	23	65	8500	87	3250	65
3	14.00-24	12	G2	8 TG	TT	1345	365	24.5	23	40	6300	82	3075	40
4	14.00-24	16	G2	8 TG	TL	1345	370	24.5	23	54	7900	80	3650	54

LOADER MAX

Multi-purpose drive wheel tyres for industrial tractor use on any terrain. For front end loader, dozer, special vehicle on building sites and military applications meeting the need of excellent traction for soft, muddy, and slippery surfaces.



FEATURES

- Heavy duty angled lugs/bars
- Wider and thicker, reinforced tread lugs in the central part
- Tapered Bead construction
- Specially formulated synthetic/natural rubber compound
- Strong and durable casing

BENEFITS

- Offers maximum two way non skid traction, hard pulling and long wearing
- Ensures higher endurance against puncture and tread wear
- Tyre seats on rim eliminate tyre slippage caused by low air pressure
- High resistance to cuts and fast wear
- Multiple retreads



- Stair tread design to restrict slippage
- Wide and thick lug to ensure superior grip and wear



- Deep and strong shoulder to restrict skid during loading
- Extra rubber at the buttress which resists punctures and cuts

SL NO.	TYRE SIZE	PR	TRA CODE	RIM SIZE	TT / TL	OD (In mm)	SW (In mm)	TREAD DEPTH (In mm)	NOS. OF LUG	INFLATION PRESSURE (PSI)	SPEED SYMBOL	SINGLE LOAD	
												LOAD (Kpa)	PSI
1	16.9-28	12	R4	W-15L	TT	1425	440	28.5	20	38	A8	3550	38
2	FT 12.5/80-18	12		9.0X18	TT	998	308	24.5	20	54	A8		

ULTRA GRIP

Constructed for wider rims, heavy loads, solid traction and superior floatation under all conditions. Loader tyres for use in severe under foot conditions. Application guides for use on JCB LOADER, LARGE DUMPERS & PORT CRANES



FEATURES

- Aggressive, non directional, wider & deeper tread design
- Heavy angled lug patterns
- Tropicalised rubber compound
- Robust heavy duty casing

BENEFITS

- Premium performance due to increased tyre to ground contact on the roughest roads
- Excellent forward & backward traction on rough or soft surface
- Long wearing tread, advanced cut resistance, protection against sidewall ozone cracking
- Capable of multiple retreads, low cost per ton-kilometer



- In-Out tread design for forward and backward movement
- Wider foot print for excellent grip



- Robust casing prevents deformation on loading
- Extra rubber at the butress which resists cuts

SL. NO.	TYRE SIZE	PR	TRA CODE	RIM SIZE	TT/TL	OD (In mm)	SW (In mm)	TREAD DEPTH (In mm)	NOS. OF LUG	INFLATION PRESSURE (PSI)	MAXIMUM LOAD Vs SPEED			
											10 KMPH		50 KMPH	
											LOAD (Kgs)	PSI	LOAD (Kgs)	PSI
1	14.00-25	20	E3	10.0/1.5	TT	1368	385	26.5	34	102	8500	102	4625	69
2	17.5-25	20	E3	14.0/1.5	TL	1370	445	28.5	26	83	8250	83	5000	58
3	20.5-25	20	E3	17.0/3.0	TL	1505	530	35	26	65	9500	65	6000	47
4	20.5-25	24	E3	17.0/3.0	TL	1505	530	35	26	76	10300	76	8700	58
5	23.5-25	20	E3	19.5/2.5	TL	1620	610	33	26	54	10900	54	7300	44
6	23.5-25	24	E3	19.5/2.5	TL	1620	610	33	26	59	12500	59	8000	51
7	26.5-25	28	E3	22.0/3.0	TL	1725	715	44	27	99	15500	99	10000	51
8	26.5-25	32	E3	22.0/3.0	TL	1725	715	44	27	80	17000	80	11200	62
9	26.5-25	40	L56	22.0/3.0	TL	1810	690	87	Smooth	102	19500	102		
10	29.5-25	28	E3	25.0/3.5	TL	1885	785	39.5	24	62	17500	62	11500	47
11	29.5-25	34	E3	25.0/3.5	TL	1885	785	39.5	24	78	19800	78		

KALA PATHHAR

Regular type tread designed for haulage and slow speed service in mining, logging and quarrying operations where fast tread wear and tread cutting have been a problem, but where heat is not a factor.



FEATURES

- Rugged, non directional tread pattern
- Tread reinforced lugs/bars
- Heavy buttress tread lugs
- Tough cut resistant compound
- Heat resistant under tread
- Heavy sidewall construction
- Strong nylon casing

BENEFITS

- Excellent pulling power in forward and reverse
- To strengthen and stabilize tread
- Improved tread life and traction
- Resistance to cuts, chips & abrasion
- Cooler running and prevent tread separation
- Protection from sidewall damage
- Strength and bruise resistance



- Weave-like tread design to restrict slippage
- Central tie bar to give the lug stability



- Robust lug to restrict chipping
- Extra rubber at the buttress which resists cuts

SL NO.	TYRE SIZE	PR	RIM SIZE	TT / TL	OD (In mm)	SW (In mm)	TREAD DEPTH (In mm)	NOS. OF LUG	INFLATION PRESSURE (PSI)	SPEED SYMBOL	SINGLE LOAD	
											LOAD (Kgs)	PSI
1	12.00-24	20	8.5	TT	1240	305	23	40	115	F	3875	115

OPERATING INSTRUCTIONS FOR OTR TYRES

OTR tyres are designed for mining, road work and construction jobs. Before using them for any other type of work, manufacturer is to be consulted. Improper handling, poor maintenance and improper driving habits can harm these costly tyres and consequently raise the operating cost of equipment substantially. Therefore, please read carefully and follow the operating instructions mentioned below.

OPERATING INSTRUCTIONS

1. TYRE SELECTION

When selecting a tyre, look for the one most suitable for the job. Tyre size and PR should be determined after weighing the loads on each wheel according to accepted procedures or after calculating the loads. Generally, it is recommended to choose the tyre that carries the load with the lowest inflation pressure. After selecting the tyres and mounting them do not overload the vehicle, for example, by adding sideboards.

2. LOAD AND INFLATION PRESSURE

- In order to obtain the best results from tyres, maintain the correct inflation pressure at all times. Please keep in mind that it takes the tyre up to 24 hours to cool after completing a job. For this reason it is recommended to check and adjust the inflation pressure after long breaks or weekends. In addition, tyre pressure should be checked every month and occasionally during the work day, taking into account that the heat build-up raises the pressure by up to 1 bar. If, however, the inflation pressure exceeds the additional 1 bar, reduce the load or the driving speed

- Never lower inflation pressure by bleeding, since it increases heat build-up

- Cover all valves with caps to prevent the penetration of dirt

- Load and inflation pressures should be determined according to length of the haul

When the haul exceeds 10 kmph round-trip, consult tyre manufacturer. Maintenance of the road can substantially increase the tyre life

- It is permitted to use regular skid depth tyres without dry ballast in transit, on the condition that the following rules are carefully observed :

- The vehicle must be unloaded during transit

- Maximum highway speed must be limited to 50 kmph & for wide base tyres to 30 kmph

- Proper inflation pressure must be checked and maintained according to manufacturer's instructions

- 30 minutes interval should be observed for cooling off, every 80 driving km/h or after 2 hours of sustained operation, whichever comes first

3. PROPER DRIVING

- To get the maximum service from tyre, it is essential to adopt proper driving habits. Avoid chuck holes, tyre damaging hazards and refrain from strong spinning, sudden starting or braking manoeuvres, high speed cornering, locking one wheel for sharp turns etc. All of these may harm tyres and shorten their service life

4. MOUNTING AND DE-MOUNTING

- Always practice correct mounting and demounting procedures, and make sure to take all safety precautions. Please remember that many severe accidents are the result of carelessness in mounting or demounting

- Before mounting the tyres on the vehicle, check the wheels and rims and make sure that the vehicle is in perfect mechanical condition. Upon completion of the mounting process, check the clearance between the wheel and the vehicle all round. For duals, install a permanent rock ejector to prevent damage from wedged rocks

- Duals spacing: Duals should not vary in their overall diameter more than 6 mm for tyres of up to 8.25" cross section, and 12 mm for tyres with cross section of 9.00" and above. If this is not adhered to, the larger tyre is likely to fail prematurely. Never try to make up for larger differences by changing the inflation pressure

5. STORAGE

- Do not store tyres for more than a few months. Stores should be dark and cool, free of dirt and oils and as far as possible from running electric engines. The tyres are to be stored in vertical position

6. DIMENSIONS

- Dimensions and tolerances in this catalogue are based on nominal TRA and ETRTO standards

