

RALSON
TIRES TREAD NEW PATHS

RALSON



— YEARS OF —
TREADING NEW PATHS

A legacy of over half a century,
and we're only getting started.



From
being
a homegrown
player
to becoming
a global
giant,



we've
come
a long
way.



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RALSON
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As we mark the 50th anniversary of RALSON, I extend heartfelt gratitude to each and every individual who has played a vital role in our remarkable journey.

In the last five decades, we have grown organically as well as through strategic partnerships and investments that have fuelled our expansion in the tire industry. Now, each of our lines of business is poised for exciting times ahead. In our legacy Bicycle Tire business, our continued focus on serving global markets remain a priority, and our investment in Zleen will further help us expand our footprint.

For the Automotive Tire Business, we are expanding our portfolio and positioning to serve a wider segment of consumers. Continuing to grow our market share, build new OEM relationships, and driving premiumization of our portfolio will be a common theme across both these businesses.

For the Truck & Bus Radial Tire business, we are happy to share that our commercial shipments have started and we continue to establish our footprint in the global markets, where we see great potential for the Indian tire industry and India's growth story.

We recognize that there are still miles to go and our commitment to our core values of taking Ownership, Innovation, Integrity, Building Trust, and Customer Focus will continue to help us navigate and succeed in the times to come.

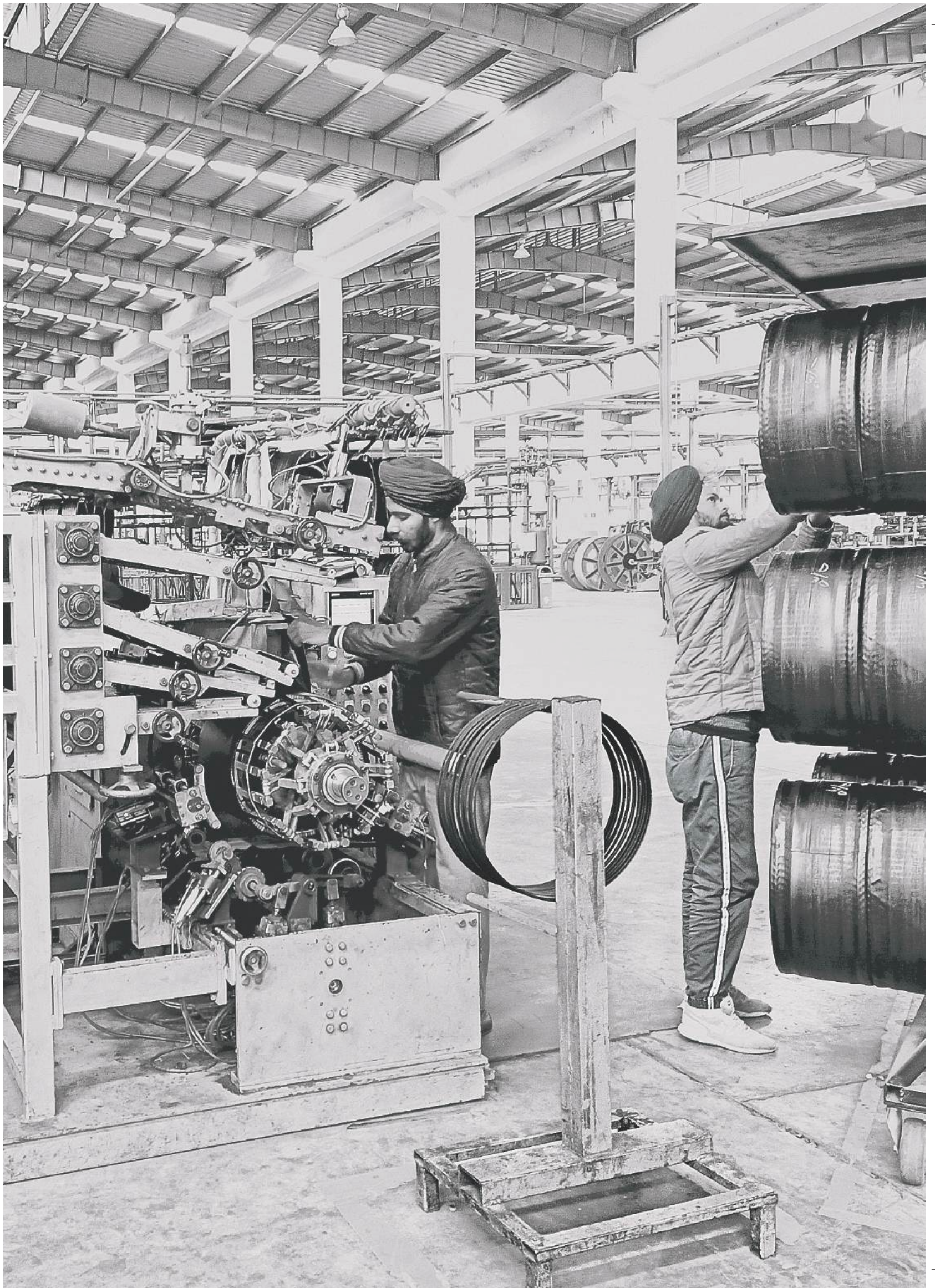
I, once again, thank our dedicated employees, loyal customers, and valued partners — you are the pillars of our success, and I express my deepest appreciation to you for being an integral part of the RALSON family.

As we celebrate our golden jubilee, it symbolizes not just a milestone in time but the dawn of our golden era of growth, where the seeds sown in the past five decades blossom into a future defined by continued success and prosperity.

Cheers to the next 50 years of soaring achievements and enduring impact!

Warm Regards,

Sanjeev Pahwa
Chairman RALSON



ABOUT RALSON

Ambition sees the size of the heart,
not that of the town.



1947 witnessed not just the birth of a new nation but also the enterprising spirit of many of its citizens.

What started off as a humble cycle-parts trading business from a small town in India, has today, evolved into a prestigious brand that manufactures bicycle, automotive as well as truck and bus radial tires.

For 50 years, we have been consistently catering to the needs of our customers worldwide.

Ralson's journey is a testament to the indomitable will of human belief.



OUR PHILOSOPHY

Global in outlook
yet rooted in Indian ethos.



We draw our wisdom from ancient Indian vedic literatures. The Indian philosophy of **Artha, Karma, Dharma, and Vanaspatya** forms the guiding light that helps us find our purpose.

Artha, translates to 'responsible wealth creation'. It encompasses not just monetary wealth but also the ethical and responsible use of resources. It highlights that while wealth is important, it should not be the sole focus of existence.

Dharma, often translated as "ethical conduct" or "duty," encapsulates the moral and ethical principles that govern an individual's actions and decisions. By adhering to *Dharma*, individuals not only cultivate personal integrity but also contribute to social harmony and the well-being of the wider community.

Karma suggests that individuals have the power to choose their actions and therefore shape their destiny. It is the belief that good deeds bring good fortune, while bad deeds bring with it its share of adversity.

Lastly, the concept of **Vanaspatya**, which refers to plant life or vegetation, connects these philosophical ideals to the natural world. Thus, *Vanaspatya* embodies a holistic view where respecting nature becomes essential to pursuing *Artha, Karma, and Dharma*.

Together, these concepts promote a well-rounded and harmonious approach to life that honours both the internal quest for meaning and the external realities of existence.



OUR BELIEF

TREAD NEW PATHS

For the comfort zone
has seldom birthed any champion.



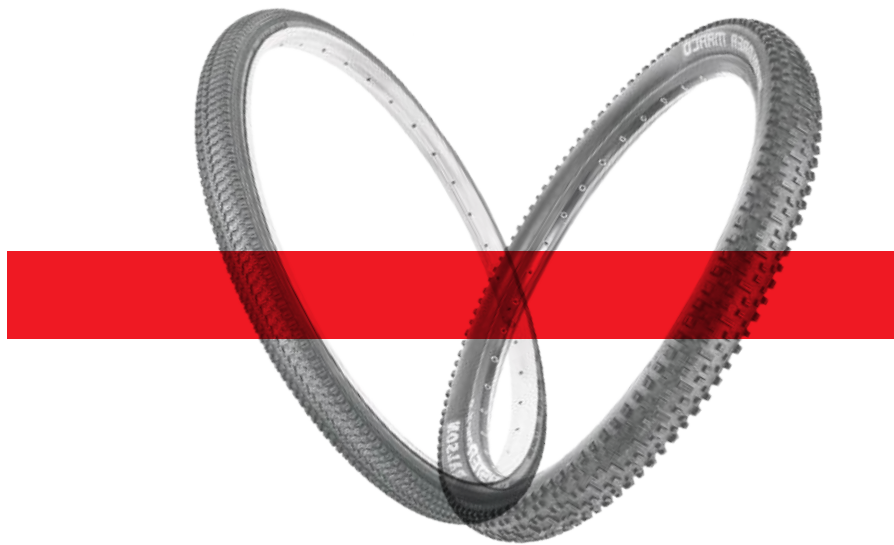
Ralson Tires embodies a pioneering spirit, encouraging drivers to "***tread new paths***" with confidence. Rooted in the belief that true exploration lies beyond comfort, Ralco Tires inspires adventure through curiosity and innovation.

Our high-performance tires are designed not just for stability, but to facilitate journeys into the unknown. With Ralco Tires, every ride becomes an opportunity for you to discover the unexpected, allowing you to embrace the joy of adventure while navigating new roads safely and securely.



THE JOURNEY OF RALSON

Our journey has taken us to many places,
chiefly to the hearts of millions of people.



The success story of Ralson is one of grit, determination, and belief. For over half a century, we have played a significant role in our riders' every journey.

Their adventures, stories, purpose – we've come a long way along with them.



THE JOURNEY OF RALSON

In over 5 decades of its existence, Ralson has expanded its footprint to over 50+ countries. Through our unwavering commitment, we continue to harness the latest technology and cutting-edge machinery to ensure robust and reliable quality.



What commenced as a mission to create the finest international-standard bicycle tires has now evolved into a remarkable journey embracing the realm of automotive tires as well as truck and bus radial tires. As a homegrown multinational, we're today, not just in the business of making tires, but shaping the future of mobility.

Our commitment to innovation guarantees unparalleled quality, offering our consumers a riding experience like no other.



THE JOURNEY OF RALSON

Established in 1974, Ralson started manufacturing bicycle tires, and a decade later, pioneered nylon tires - bestowing Indians with an experience like never before.

Today, Ralson stands as India's number 1 and among the world's top 5 bicycle tire manufacturers, producing a whopping 2 tires per second with an average per day production of 1,25,000 tires and 1,25,000 tubes.





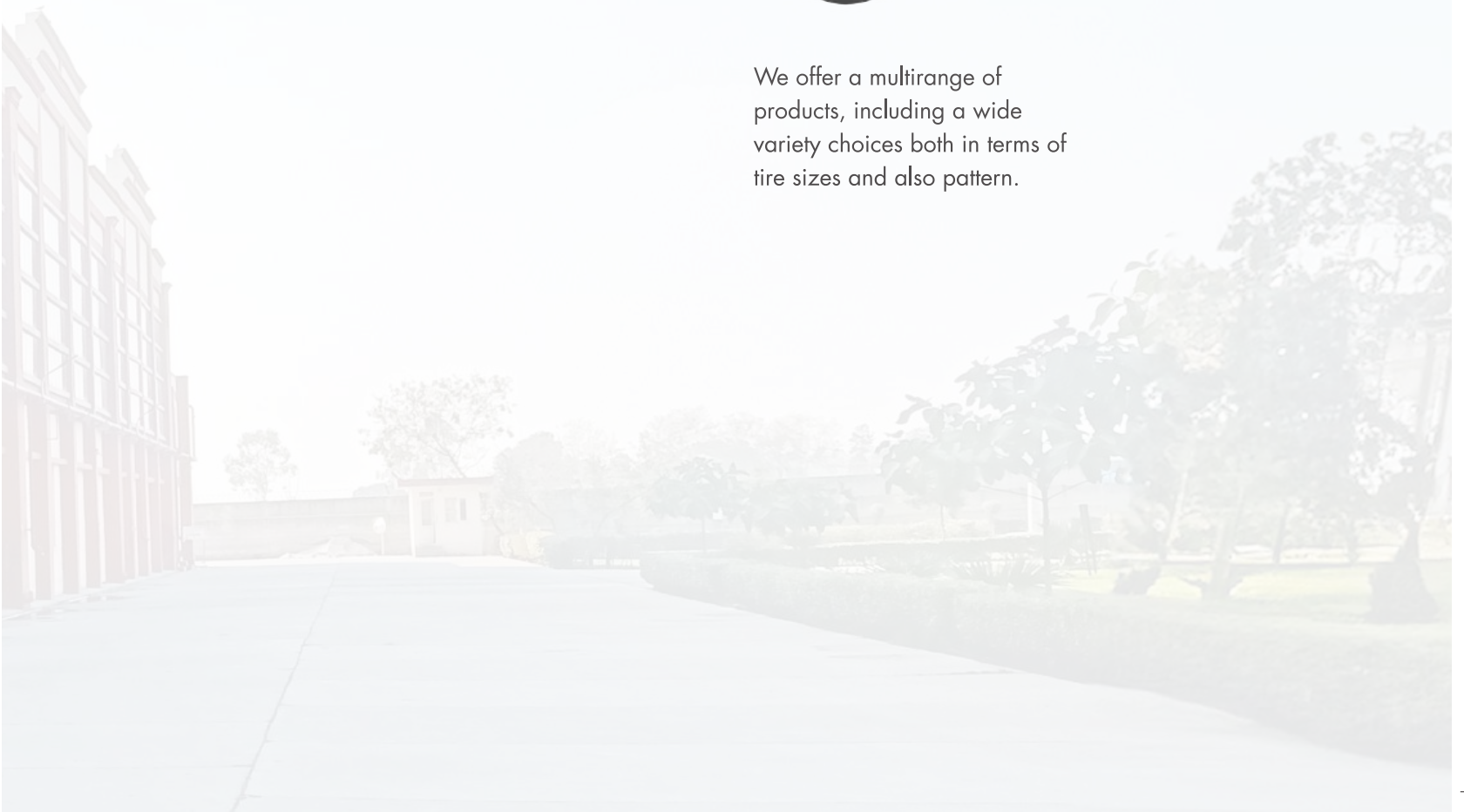
THE JOURNEY OF RALSON

With the growth of the country came the need for automotive tires, and Ralson started to expand its market into newer territories.

With the establishment of Ralco Tires, we launched two and three wheeler tires along with farm vehicle tires - soon becoming India's fastest growing automotive tire company.



We offer a multirange of products, including a wide variety choices both in terms of tire sizes and also pattern.





THE JOURNEY OF RALSON

However, our journey wasn't done yet. In 2020, we started manufacturing cutting-edge radial tires for trucks and buses. Our tires offer unparalleled endurance, optimum safety, and increased mileage for the smoothest riding experience under all conditions.

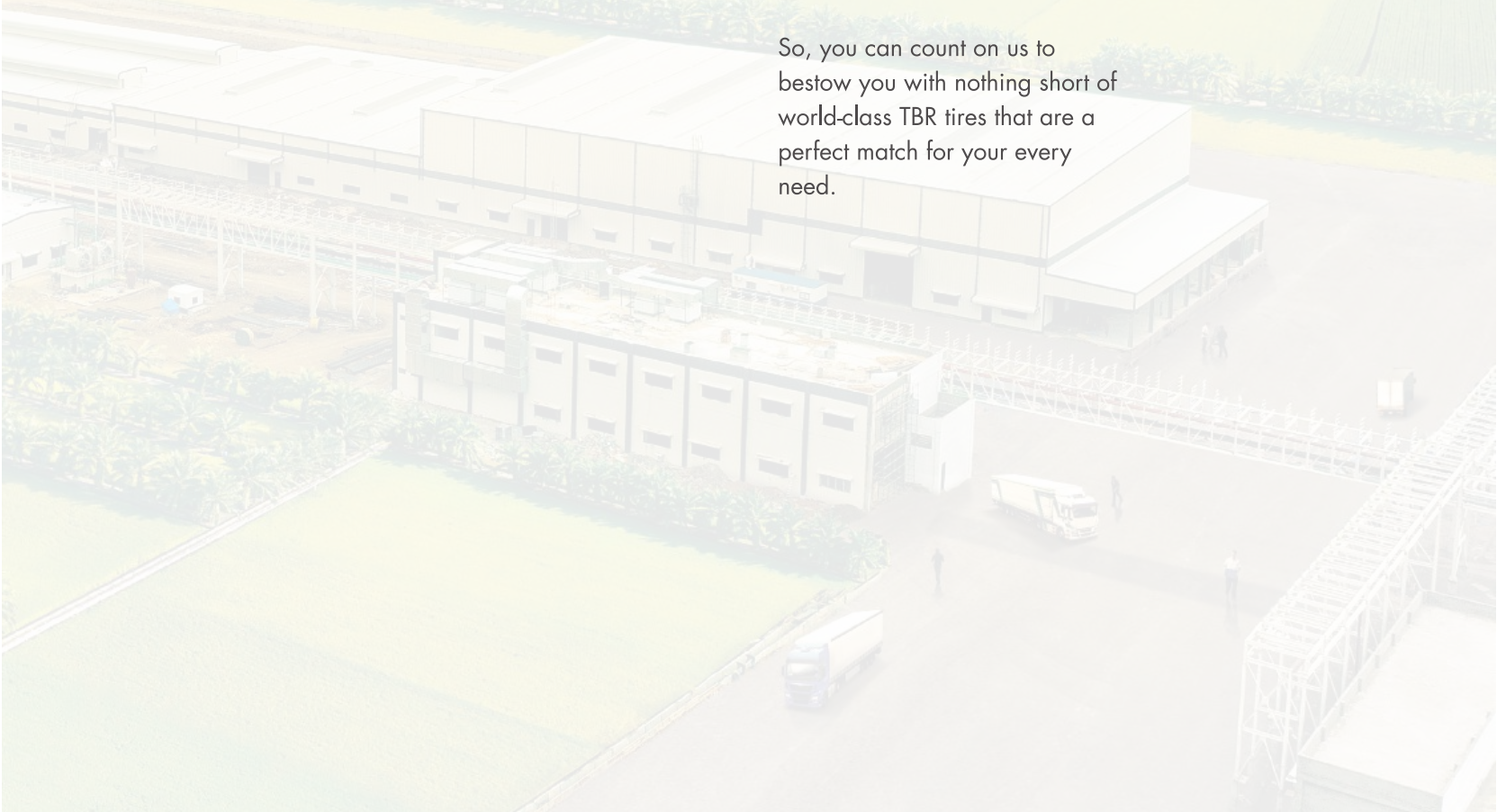
Our team comprising of unrelenting engineers and rubber-technologists undertake intense research right from the material entry & compound design stage till the end of product development.

With decades of unmatched international experience, they have their ears to the ground, quite literally - understanding and crafting solutions for issues that worry our customers.

We are committed to providing only the finest-quality TBR tires, especially engineered to deliver exceptional mileage, reduce maintenance needs, and to ensure reliable operation over extended periods.



So, you can count on us to bestow you with nothing short of world-class TBR tires that are a perfect match for your every need.





OUR FACTORY

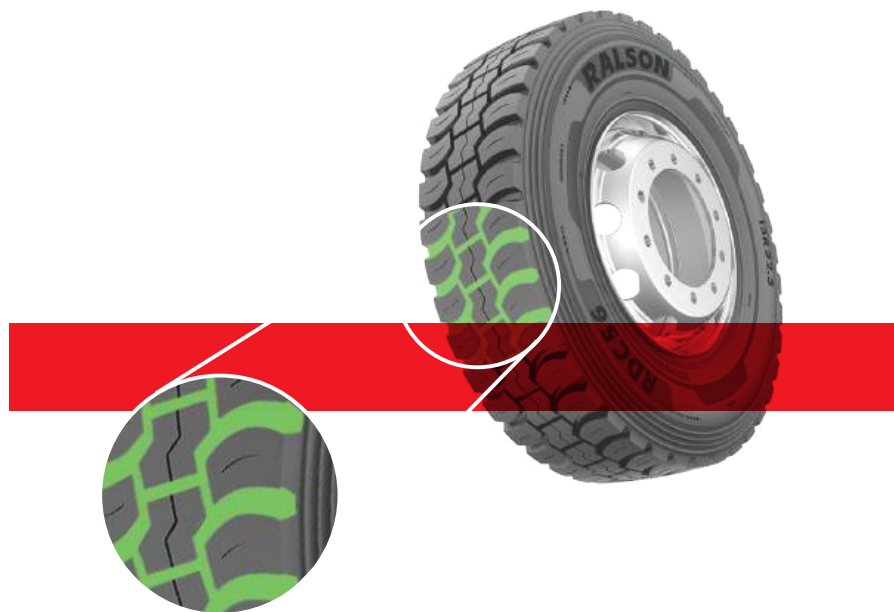
It takes a world-class factory
to produce best-in-class tires.



Our state-of-the-art manufacturing facility for commercial vehicles is spread across an area of over 100 acres. Backed up by cutting-edge technology, our factory is capable of producing over 1 million tires each year.



We're always in the pursuit of discovery.
Whether it's newer ways of solving old problems
or finding opportunities where none exist.



***Nitrogen curing vs
hot water curing:***

We use a special Nitrogen curing system that allows for better control over the curing process. It ensures longer tire-life, better ride-comfort, longer casing-durability, higher fuel-economy and better tire-uniformity.

CCT:

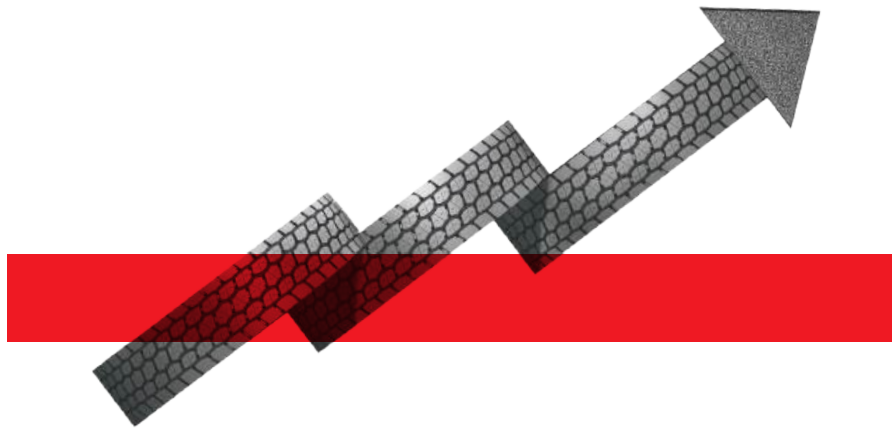
Our proprietary Cool Compound Technology (CCT) achieves a low-rolling resistance that enables higher fuel-economy without compromising on performance or durability.

Retreadability:

Our advanced eco-friendly retreading solution gives the tires extra mileage with up to two retreads till a period of 6 years from the date of purchase. By reusing and recycling the tire casing, you not only save energy and resources, but also help reduce the number of tire carcasses in landfills.



We're working on solutions
for problems that may arise in 2050.



Our R&D team is deeply dedicated to understanding the distinctive requirements of each of our consumers from different markets and OEs. Which is why, our team comprises of technical experts including doctorates.

To ensure that we consistently meet international standards, our personnel are equipped with world-class instruments for global benchmarking and gap analysis.

No wonder then that our engineering superstars have created some of the industry's most renowned tire tread patterns.

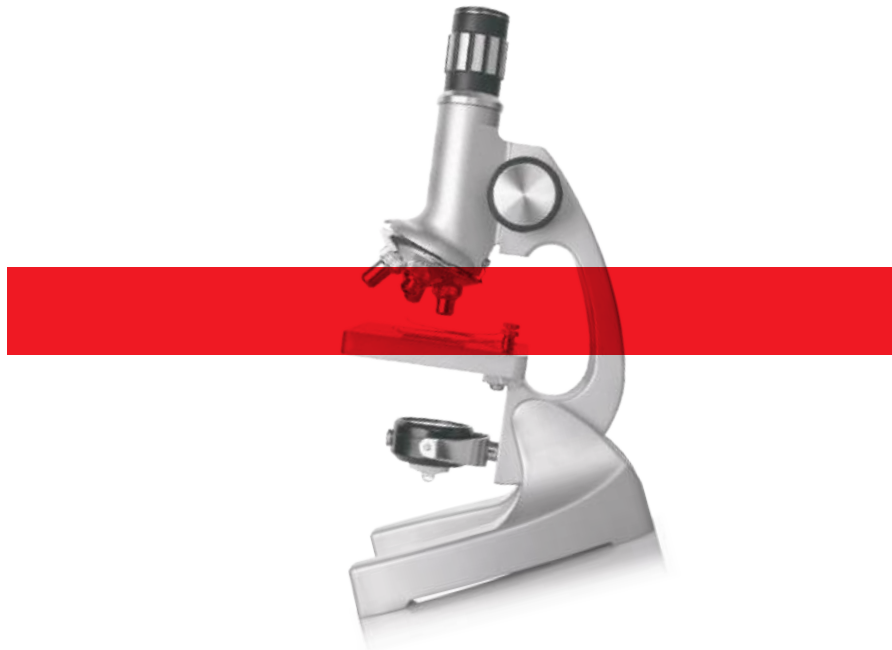
Our state-of-the-art R&D centre employs advanced scientific and functional materials as well as compound characterisation techniques to meet the challenges that tires go through on the roads.

The centre is equipped with advanced instruments that can predict the life of the tires, environmental resistances, material signatures of the competitions, wear-resistance and fatigue, durability, and more.



QUALITY ASSURANCE

Our team of quality control engineers are a judgemental lot,
because they pay close attention to each and every detail.



Ears to the ground.
Eyes on the ball.
And all hands on deck.
Our dedicated team covers the
entire anatomy of quality checks.

Our lab is equipped with
sophisticated testing equipments
to evaluate raw materials before
utilizing them. We employ the latest
top-of-the-line machinery to test
every aspect of the manufacturing,
ensuring that only the finest quality
of products make it to you.



OUR COMMITMENT

A lot goes into making a tire,
but it all begins with an oath.



There are 5 key mantras that answer the 'how' of what we do. These are our core values, the foundation upon which we have built our company.

Integrity sits at the centre of everything that we do, without which we wouldn't have come this far. Trust and transparency are how we conduct our business; it's our way of life.

And quality is not just a promise, it's ingrained in everything that we do. And lastly, but most importantly, our customer care, including after-sales service not only sets us apart but helps us understand the needs and wants of people and gives us an opportunity to better ourselves.



We're changing our ways,
so that the climate doesn't have to change its.



We're committed to making our home greener, cleaner, and more sustainable. Which is why, we're taken a number of steps to reduce our carbon footprint.

At the product level, we have developed tires with low-rolling resistance, which increases fuel economy and consequently reduces the tires' carbon footprint.

Our advanced eco-friendly retreading solution saves energy and resources. Our R&D team is constantly striving to ensure minimal waste at every step of our production.

We harvest rainwater, making the most out of the Indian monsoon and thereby reducing the overall water consumption. We also plant thousands of tree saplings in and around the premises of our plant, fostering new green life in the area.



A tire range as varied
as your needs



MTB TIRES



E-BIKE TIRES



TRUCK TIRES



E-BIKE TIRES



PREMIUM TIRES



CITY TIRES



BMX TIRES



3-WHEELER TIRES



MOPED TIRES



MOTORCYCLE TIRES





The road to success
is never a straight line.

1974

The ride begins at
Punjab, India



1986

Pioneered nylon tires in the
bicycle industry in India



2000

Established 1st automotive tires
production facility



1998

Ralson becomes #1 bicycle tire
brand in India



2024

Ralson emerges as one of the fastest growing tire companies in India churning out an incredible 2 tires per second



2022

Ralson ventures into the manufacturing of cutting-edge radial tires for trucks and buses



2020

Ralson expands marketing footprint across more than 70 countries worldwide



2015

2nd state-of-the-art automotive tire manufacturing facility



2018

Ralson joins the elite group of the world's top 5 bicycle tire manufacturers





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