



ICONIC

MRF

RIDING HIGH

Madras Rubber Factory Limited, commonly known by the abbreviation MRF, is an Indian multinational brand and the largest manufacturer of tyres. The brand journey of MRF started as a rubber balloon factory with a funding of Rs.14, 000 dating back in the 40's.

Today, MRF stands as a synonym to tyres, the brand stands tall to become a multibillion legacy that produces quality tyres used all around India & international boundaries that are being

along with a presence in paints & coats, toys, motorsports and cricket training.

It is the humble shack in Madras that saw the origin traces of MRF that housed its first makeshift toy balloon manufacturing unit set up by KM Mammen Mappillai in 1946. It was after 6 years, that MRF changed its course and turned to tread rubber manufacturing. From there started the glorious brand reign to be an undisputed leader in the tyre making industry.

EXPANDING HORIZONS

By late 60's MRF had begun exporting its quality tyres to offices overseas in the U.S. & Beirut and soon made its presence known globally across 65 different countries. The brand had tyres rolling out of 6 interdependent facilities built across 450 acres, 3000 strong dealer networks and 180 different offices.

MRF is well-celebrated in the industry as a brand for its drive towards continuous quality improvement and customer satisfaction. As a successful brand it



shares a passion for quality tyres and fast cars just as it does for quality cricket and fast bowlers. The brand promise towards the same is channelized through 'Pace Foundation'; many renowned names like Irfan Pathan, Munaf Patel, RP Singh, Bret Lee, Shoaib Akhtar, and Glenn McGrath are closely associated with the Foundation.

MRF is a brand that goes hand in hand with water sports; the world has seen the same with its involvement in racing, karting, rallying and various other motorsport events. Its rallying team has won the prestigious FIA Asia Pacific Rally Championship twice and even in international championships, MRF karting tyres homologated by FIA, is the preferred choice.





GOING BY RESEARCH

The bigger and the more successful a brand, the bigger is its investment in the research and development department. Especially for brands like MRF which are into manufacturing, design and R&D departments are the foundation stones.

The Design process at MRF starts from the customer - inputs from individual customers are compiled by marketing and given to Corporate Technical MRF's R&D and Product Development Division or vehicle specific requirements are received from the OE customer. MRF's team of 300 engineers and scientists

prove to the strong pillars which gives MRF its enormous strength in product design.

MRF uses cutting - edge technologies in predictive testing and design validation before it leaves the drawing board. These advances have significantly brought down the time to market for new designs.

Advanced raw materials are tested and approved in the NABL accredited laboratories. MRF works closely with global suppliers in using the latest developments in materials across the globe. The laboratories at MRF have the very latest in testing equipment closely monitor the quality of the material going into the tyres at the time of approval and regularly after that. The prototypes for verification and validation testing are manufactured in one of MRF's 9 factories all of which are TS 16949/ISO 9001 certified.

QUANTUM LEAPS

- MRF won the silver award and is the only Indian company to win this excellence Award
- It won the award for customer satisfaction not once but 12 times till date