

# **POWERMAX** TYRE

*BORN ON THE TRACK*



**JUST KEEP DRIVING**

IndustryOutlook



IS PROUD TO PRESENT

**POWERMAX TYRE**

AS ONE OF THE

TOP 10

**TYRES & TUBES COMPANIES**

**2023**

*in acknowledgement of its unwavering focus and dedication  
to achieve excellence in quality and delivery in this field.*

*Sudhakar Singh*

Sudhakar Singh  
Managing Editor  
Industry Outlook



**POWERMAX**  
JUST KEEP DRIVING

## ABOUT US

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*PowerMax Tyre is an Indian tyre manufacturing unit situated at Chennai, India. PowerMax is an up-coming and emerging tyre manufacturing firm in India. Engaged in the production of various sizes of tyres with innovative designs and patterns. Legacy of PowerMax dates back to 2002. Over the past two decades the firm has achieved tremendous growth, expanded, modernized and adopted advance technology to constantly improve the quality. PowerMax is committed in directing every aspect of its business in a responsible manner. PowerMax believes in delivering increasingly efficient solutions to meet expectations and aspirations of customers and society at large. PowerMax emphasis on preserving the natural environment while achieving economically sound operations. Advances in Technology, Continuous Improvement and Customer Centric approach are the key to POWERMAX's Success. Our priority and strong commitment are to offer our customers uncompromising quality.*

## CURRENTLY OUR OPERATIONS INCLUDE

- *Two Wheelers Tyres*
- *Three Wheelers Tyres*
- *Light Commercial Vehicle Tyres*
- *Farm Equipment Tyres*
- *Industrial Tyres*
- *OTR Tyres*
- *All-Terrain Vehicle Tyres*



DOT









## POWERMAX TYRE

MANUFACTURING CUSTOMIZED TYRES OF VARIOUS CATEGORIES



Rajesh Jain,  
CEO

India represents the fourth largest market for tyres in the world after China, Europe, and the United States. In India, the market is currently being driven by the increasing radialization of tyres, especially in buses and trucks. The burgeoning middle class with improved living standards has augmented the market for cars and two-wheelers, further facilitating market growth. In addition, the increasing demand for vehicles in rural areas is also positively impacting the market. India is the leading player in the two-wheeler market surpassing China. The huge market for two-wheelers in India has led to an increase in the production of tyres domestically, consequently invigorating the market growth. Moreover, the tyre industry consists of a vast consumer base and the majority of them are demanding good quality products at a reasonable price.

Established in the year 2002, Powermax Tyre is an emerging tyre manufacturing company in India that provides high-quality tyres designed for safety, durability, and dependability with true value. It serves customers with products of superior quality and

meets their specific needs. The company always offers value-added products at optimal cost and on-time delivery with a short lead time. It produces a vast range of sizes with innovative designs and patterns. Powermax Tyre is committed to directing every aspect of its business in a very responsible manner. "Uncompromising quality, Advancement in Technology, Continuous Improvement, and Customer-Centric approach is Powermax's Motto & Success formula", says Rajesh Jain, CEO.

### Tyres with Durability, High Grip and Aesthetic Appearance

Powermax Tyre keeps itself abreast of both process and product development applicable to its business to ensure optimization as applicable and consistent with value promise. The firm puts adequate instrumentations in place and working norms to monitor and ensure that the products meet both qualitative and quantitative standards. The company delivers increasingly efficient solutions to meet the expectations and aspirations of customers and society at large. The company manufactures a wide range of products for two-wheeler, three-wheeler, farm, Industrial, and ATV tyres. Currently, the range of products has 125 different sizes and 48 innovative patterns. It also does a lot of white labelling for world-renowned companies. The company is trying its best to build a brand image for its products in both domestic and international markets.

Powermax is focussing mainly on export markets and its major business constitutes of two-wheeler, three-wheeler, and ATV Sections.

Powermax Tyre has always maintained a customer-friendly approach and its high-quality products have enabled it to become the preferred choice of international clients. The company designs and develops its ranges in conformance with the details provided by the clients and offers the products at an indisputable price. Powermax Tyre Plant is completely run by solar energy ensuring an environmentally friendly and hazardous-free atmosphere. Powermax tyres have excellent shock-absorbing features, grip, and stability, wet grip, and optimum ride control. The company designs special off-road tyres for countries like Mexico and the Central American market keeping their requirements in mind.



Our company pursues stringent quality standards & policy with consistency & commitment towards giving its customers a better value for money as compared to our peers

### The Future

Powermax Tyre is currently exporting its products to 28 countries and is further exploring establishing its customer base across other countries. The company is also gearing up to manufacture tyres for the electric vehicles segment. The company has the vision to emerge as a pre-eminent global player with high-quality catering to the demand of the consumers and become one of the most admired organizations in the global market in the near future. The company aims to create a healthier world for everyone and enrich the lives of all its stakeholders and community at large through its CSR initiatives. One such initiative is the Solar plant. ||



MSME CHAMBER OF COMMERCE AND  
INDUSTRY OF INDIA



MSME Best CEO Award 2024

**Rajesh Jain**

Managing Director

Powermax Rubber Factory

"Manufacturer of the Year Award (SME and Large Organisation)"

Vigyan Bhavan, Rajpath, Central Secretariat, New Delhi  
on 18th - 19th November 2024

*Padma Shri G.D. Yadav*

Padma Shri G.D. Yadav  
Former Vice Chancellor of the  
Institute of Chemical Technology,  
Mumbai

*Dr. Indrajit Ghosh*

Dr. Indrajit Ghosh  
Global Chairman, MSME  
Chamber of Commerce and Industry  
of India

*Dr. Sandeep Marwah*

Dr. Sandeep Marwah  
President Asian Academy  
of Film & Television

SUPPORTED BY





# Three Wheeler

## BIG FOOT

**4.00-8**



## GOLD / GOLD SPECIAL

**4.00-8**



## PEARL / PEARL PLUS

**4.00-8**



## LUG

**4.00-8**

**155/80 D-12**

**185/80 D-14**





## DIESEL

**4.00-8**

**4.50-10**



## MISSILE

**4.00-8**

**4.00-10**

**4.50-10**

**4.00-12**



## PUNCH

**4.00-8**



## TRAX

**4.00-8**



# Motorcycle

## BULLET

**110/90-16**

**2.75-17**

**3.00-17**

**90/90-17**

**100/80-17**

**100/90-17**

**110/80-17**

**110/90-17**

**120/80-17**

**130/70-17**

**2.75-18**

**3.00-18**

**90/90-18**



## RACER

**130/90-15**

**110/90-16**

**3.00-17**

**90/80-17**

**100/90-17**

**110/80-17**

**110/90-17**

**120/80-17**

**130/70-17**

**140/70-17**

**3.00-18**

**3.50-18**

**80/100-18**

**110/90-18**

**90/90-19**



## ROCKET

**80/100-17**

**90/90-17**

**100/80-17**

**100/90-17**

**110/70-17 (fr)**

**120/80-17**

**130/70-17**

**140/60-17**

**140/70-17**

**150/60-17**

**180/55-17**

**90/90-18**

**130/90-18**





## THUNDER

**3.50-10**

**90/100-10**

**3.50-16**

**100/80-16**

**2.75-17**

**3.00-17**

**80/100-17**

**90/90-17**

**2.50-18**

**2.75-18**

**90/90-18**

**3.00-18**

**110/80-18**



## RAPIDO

**3.00-17**

**90/80-17**

**100/90-17**

**110/80-17**

**120/80-17**

**130/70-17**

**140/70-17**

**3.00-18**

**100/90-18**



## SPORTS

**100/90-17**

**120/80-17**

**140/70-17**

**150/60-17**



## STORM

**3.00-17**

**3.00-18**



## ROAD KING

**3.00-17**

**2.75-18**

**3.00-18**



## TUFF

**3.00-10**

**3.50-10**

**90/100-10**

**3.75-12**

**90/90-12**

**2.50-16**

**3.00-17**

**100/90-17**

**2.75-18**

**3.00-18**

**100/90-18**



## PILOT

**100/90-18**





## XTREME X

**2.75-17**

**2.75-18**

**3.00-17**

**3.00-18**

**3.50-10**

**80/100-18**

**90/100-10**

**100/90-17**

**110/80-17**

**110/90-16**

**110/90-17**

**120/70-17**

**120/80-17**

**130/70-17**

**140/70-17**



## XTREME Z

**3.50-10**

**90/100-10**

**90/90-12**

**110/90-16**

**3.00-17**

**2.75-18**

**3.00-18**

**90/90-18**



## XTREME R

**3.50-18**



## XTREME K

**120/90-10**

**110/90-17**

**90/90-19**



## XTREME M

**110/90-17**

**100/90-18**

**110/90-18**

**120/80-18**

**3.00-18**

**4.10-18**

**4.60-18**

**90/90-19**

**2.75-21**

**3.00-21**

**80/90-21**

**80/100-21**

**90/90-21**



## XTREME HD

**3.00-17**

**3.00-18**

**100/90-17**

**110/90-17**





## ZIPGRIP

**3.50-8**

**3.50-10**

**90/100-10**

**3.75-12**

**90/90-12**

**3.25-16**

**3.50-16**

**100/90-16**

**110/90-16**

**120/80-16**

**130/90-16**

**2.75-17**

**3.00-17**

**90/90-17**

**100/90-17**

**110/90-17**

**130/70-17**

**2.75-18**

**3.00-18**

**3.25-18**

**3.50-18**

**90/90-18**

**70/100-19**

**90/90-19**



## ICT

**3.00-19**

**3.50-19**



## BLOCK

**3.00-18**



## LEON

**3.00-17**

**3.00-18**

**3.25-18**



## RIDER

**3.00-17**



## ICT

**3.50-15**

**2.75-17**

**3.00-17**

**2.75-18**

**2.50-19**

**2.75-19**

**2.25-20**



## FORCE

**3.25-16**





# Off Road Pattern

## ENDURO-V

110/90-16

3.00-17

3.00-18

4.10-18

4.60-18

100/90-18

110/90-18

120/80-18

140/80-18

4.60-19

90/90-19

2.75-21

3.00-21

80/100-21

90/90-21



## XTREME B

110/90-16

100/90-17

110/90-17

4.10-18

4.60-18

100/90-18

110/90-18

120/80-18

120/90-18

90/90-19

2.75-21

3.00-21

80/100-21

90/90-21



## FUEGO

3.25-16

3.50-16

110/90-16

2.75-17

3.00-17

4.10-17

4.60-17

110/90-17

120/80-17

2.75-18

3.00 -18

3.25-18

3.50-18

4.10-18

4.60-18

110/90-18

120/80-18

2.75-21

3.00-21

80/90-21

80/100-21

90/90-21



# Front Fitment

## XTREME G

**2.75-17**

**90/90-17**

**100/80-17**

**110/70-17**

**2.75-18**



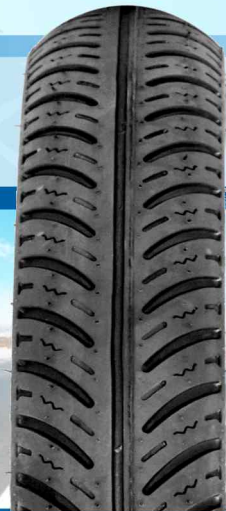
## SPARK

**2.75-17**

**90/90-17**

**2.75-18**

**90/90-19**



## SAMARAT

**2.50-16**

**2.50-17**

**2.75-17**

**3.00-17**

**2.00-18**

**2.25-18**

**2.50-18**

**2.75-18**

**3.00-18**

**2.50-19**





## ROBUST

**90/90-17**



## PANTHER

**80/100-17 (Fr)**

**100/80-17 (Fr)**

**80/100-18 (Fr)**

**80/100-18 (Rr)**



# Scooter

## CRUISER

**120/90-10**

**130/90-10**

**120/70-12**

**130/70-12**



## SHYMO

**3.00-10**

**3.50-10**

**90/100-10**

**90/90-12**



## LEADER

**3.00-14**





## SPEEDO

**3.00-10**

**3.50-10**

**90/100-10**

**110/90-10**

**90/90-12**

**100/80-12**

**100/90-12**

**110/80-12**

**110/90-12**

**120/70-12**

**130/70-12**

**130/60-13**

**130/70-13**

**80/90-14**

**80/100-14**

**90/90-14**

**100/80-14**

**100/90-14**

**110/80-14**

**110/90-14**



## RAFTAR

**3.50-10**

**90/100-10**



## LION

**110/70-13**

**130/60-13**

**130/70-13**





**STREET**

**135/70 D-12**





# LMV

## TIGER

**155/80 D-12**

**185/80 D-14**



## JUMBO

**5.00-12**



## FORCE

**4.50-12**

**5.00-12**



# LCV

## TIGER

SIZE	PLY RATING
6.50-14	8
7.00-15	12,14
7.50-16	14,16
8.25-16	14,16



## RHINO LUG

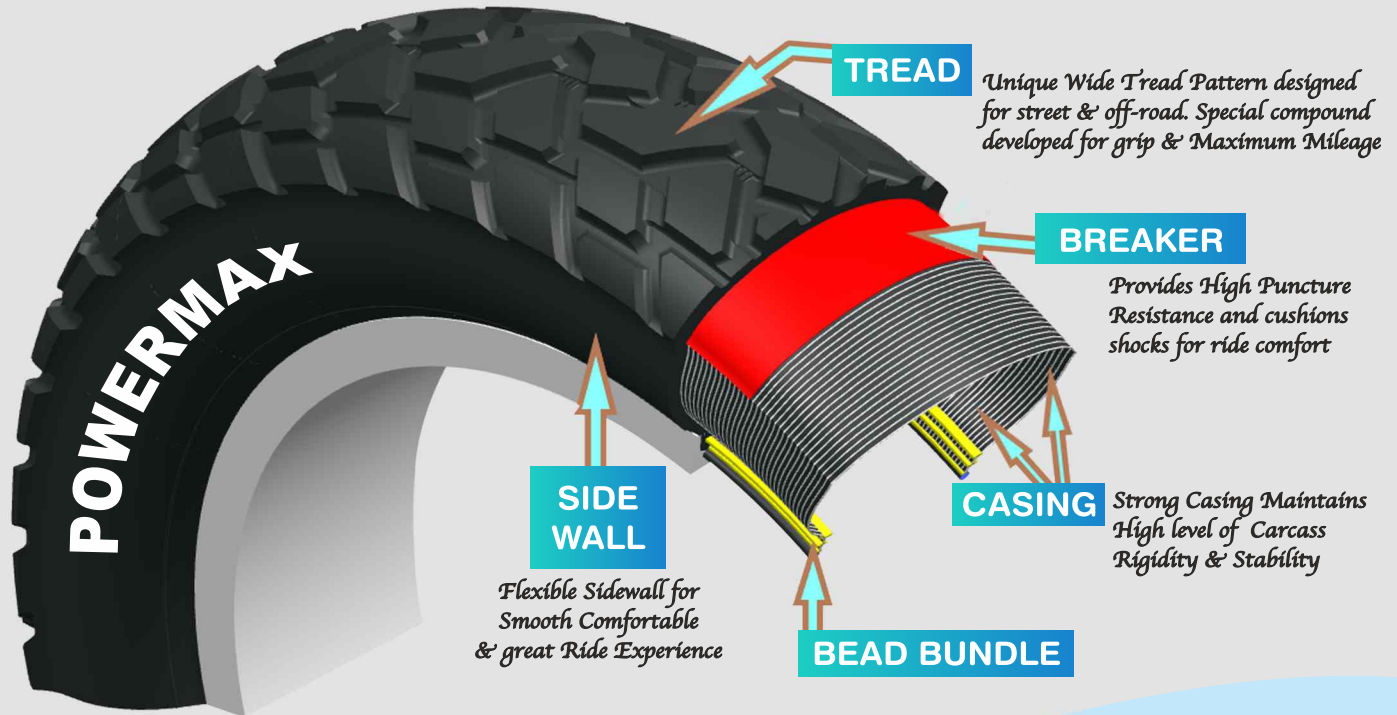
SIZE	PLY RATING
7.00-16	12,14
7.50-16	12,14
8.25-16	14,16







*Innovative Pattern design to ensure optimal water dispersal and high grip in extreme wet track condition*



*Born on the Track*  
**POWERMAX**



*Just Keep Driving*

## PMRF OVERVIEW

**POWERMAX RUBBER FACTORY** is an Indian tyre manufacturing unit headquartered in Chennai, Tamil Nadu, India. We are one of the emerging tyre manufacturers and exporters manufacturing **Two-Wheelers, Three-Wheelers, SCV, LCV, ADV, ATV, Farm & Industrial tyre with a wide range of innovative patterns and designs.**

### LEGACY OF PMRF

It dates back to 2002 when PMRF was incorporated with the aspiration to produce varied range of quality tyres and mark its presence in the global market and build brand loyalty and customer satisfaction.

### VISION

To emerge as preeminent global players catering to the demand of the market and become one of the most admired Indian company in the global market.

### MISSION

To create a brand image of our products in global market.

To provide premium quality products design with safety, dependability, durability and to provide true value for money.

To offer value added products at optimal cost and prompt delivery.

### QUALITY POLICY

PMRF pursues a quality policy consistent with its commitment towards giving its customers a better value for money as compared to its peers.

PMRF shall keep abreast of both process and products developments applicable to its business to ensure optimization as applicable, consistent with value promises.

PMRF shall put in place adequate instrumentation and work norms to monitor that the products meet both the qualitative and quantitative standards.

### BRAND IMAGE

Powermax being the brand name illustrates the symbol of quality, strength, performance, reliability and safety. PMRF is recognized for its drive towards continuous quality enhancement building best in class products through a culture of constant and persistent innovations.

### PMRF EXCELLENCE

PMRF friendly approach towards their clients and high quality products has enabled PMRF to become the preferred choice of clients. We design and develop our range in confirmation with the specifications provided by our customers.

### CERTIFICATIONS

- **Bureau of Indian Standards - BIS**
- **ISO 9001:2015**
- **ISO 17025**
- **E mark Certification**
- **DOT Certification**
- **SASO Certification**

## POWERMAX RUBBER FACTORY

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