

For Immediate Release

**Bridgestone Corporation**  
Global Public Relations Division  
1-1, Kyobashi 3-chome  
Chuo-ku, Tokyo 104-8340, Japan  
Phone: +81 3-6836-3333  
Fax: +81 3-6836-3184  
<https://www.bridgestone.com/>

## **Bridgestone Announces US\$85 Million Investment to Reinforce Premium Passenger Car Tire Production and Development in India**

**Pune, INDIA (November 8, 2024)** — Bridgestone India Private Ltd. (BSID), a subsidiary of Bridgestone Corporation (Bridgestone), today announced a strategic growth investment to expand capacity and capability in India. The investment will be directed to the Bridgestone Pune Plant and the Indore Plant to reinforce the company's premium-mass strategy. The collective investment will be approximately US\$85 million with expansion scheduled to start from the beginning of 2025.

These efforts are expected to increase total production capacity at the Pune plant by approximately 1.1 million tires annually by 2029. They will also improve capability to ensure premium tire production at the Indore plant. Additionally, BSID will establish a satellite technology center at its Pune plant in 2025 to produce "Dan-Totsu\*<sup>1</sup> products". These products will be customized optimally for the Indian market with "ENLITEN" technology\*<sup>2</sup>, which is the base technology for product design. This new satellite technology center will reinforce and accelerate the technology development capability of the company's entire engineering chain from material planning to product research / design and manufacturing for the Indian market.



Pune Plant



Indore Plant

Bridgestone considers the Indian market to be a growth opportunity for the premium passenger tire business. Recent trends in the market have produced an outlook of stable economic development and growth in the number of automobiles both owned and produced. BSID aims to

enhance its presence in the Indian market and further solidify our position as the market leader by reinforcing and expanding “Dan-Totsu products” equipped with “ENLITEN” technology as the “new premium”. The company additionally sees the growing demand as a tailwind for the premium tire category, including the demand for High Rim Diameter (HRD) tires<sup>\*3</sup> and all the other categories over the mid-long term.

BSID, as a market leader, has been dedicated to motorization and business development in India. Since it was established as a manufacturing and sales company in 1996, BSID has aimed to contribute to its local market by reinforcing a “produce and sell” system with an axis of on-site service and local production for local sales. Through this latest investment, BSID is accelerating the creation of social and customer value in India by contributing to its local customers, to the development of society, and to the industry. It also advances BSID’s strategy of “growth with quality”, which maintains a high profitability structure in Indian business while also “furthering its focus on value creation”.

These initiatives are outlined in the Bridgestone Mid Term Business Plan (2024-2026) as “Create good tires” and “Create good business”. Bridgestone is committed to helping realize a sustainable society for future generations by co-creating value together with employees, society, its partners, and its customers. Through the reinforcement of the premium tire business for passenger cars, Bridgestone continues to provide social value and customer value as a sustainable solutions company.

#### Overview of BSID

1. Company name : Bridgestone India Private Ltd.
2. Managing Director : Hiroshi Yoshizane
3. Location : Chakan, near Pune, Maharashtra
4. Foundation : February 1996
5. Investment ratio : A Wholly Owned Subsidiary of the Bridgestone Group
6. Number of employee : Approx. 3,100 (as of Oct. 31, 2024)

#### **【Overview of Pune Plant】**

1. Location : Chakan, near Pune, Maharashtra
2. Production : Radial Tires for Trucks and Buses, Passenger Cars, Light Trucks
3. Plant Manager : Vishwajit Singh
4. Start of operation : PSR - January 2013  
TBR - October 2013
5. Area : 760,000m<sup>2</sup>
6. Production capacity : PSR - approx. 11,000 units/day (as of Oct. 31, 2024)

TBR - approx. 1,900 units/day (as of Oct. 31, 2024)

7. Number of employees : Approx. 1,400 (as of Oct. 31, 2024)

**【Overview of Indore Plant】**

1. Location : Madhya Pradesh
2. Production : Radial Tires for Passenger Cars and Light Trucks
3. Plant Manager : Uday Wadge
4. Start of operation : March 1998
5. Area : 310,500m<sup>2</sup>
6. Production capacity : Approx. 19,500 unit/day (as of Oct. 31, 2024)
7. Number of employees : Approx. 1,200 (as of Oct. 31, 2024)

\*1 "Dan-Totsu" refers to Bridgestone's direction to be the clear and absolute leader.

\*2 ENLITEN is a technology that evolves environmental performance while expanding basic performance and elevating all conventional performances. It also pursues "ultimate customization" to sharpen the edge in performance which not only meets the apparent needs and potential wants of the markets and customers, but also further inspires markets and customers by creating new value that they may not have imagined, according to the characteristics of diverse vehicles and usage conditions.

\*3 U.S., Europe, Middle East: 18 inch & above. Other regions: 17 inch & above.

**About Bridgestone Corporation:**

*Bridgestone is a global leader in tires and rubber building on its expertise to provide solutions for safe and sustainable mobility. Headquartered in Tokyo, the company employs approximately 130,000 people globally and conducts business in more than 150 countries and territories worldwide. Bridgestone offers a diverse product portfolio of premium tires and advanced solutions backed by innovative technologies, improving the way people around the world move, live, work and play.*

###