

# HELPING TYRE INDUSTRY BENCHMARK TO THE BEST GLOBALLY



Tyre Safety awareness at Indian Oil outlets

Indian Tyre Technical Advisory Committee (ITTAC), the technical arm of Automotive Tyre Manufacturers Association (ATMA) has carved a niche for itself as India's premier organization involved in four vital areas of Technology, Environment, Safety & Standards popularly known as TESS.

## ITTAC has been much in news for a series of Tyre Safety drives. Why the emphasis on Tyre safety?

India's performance in road safety leaves much to be desired. Unfortunately, the role of tyres in road safety is grossly underestimated in India. In fact, tyres which bear the weight of the vehicle and are the only point of contact with the road, do deserve care and maintenance for safe journeys. Interestingly, tyre care and

maintenance is so easy and yet so widely overlooked. ITTAC as the technical arm of Indian Tyre Industry has taken it upon itself to raise awareness about the important issue of Tyre Care & Safety.

## How has been the journey so far in terms of raising awareness on Tyre Safety?

Tyre Care & Safety is central to ITTAC's array of functions. Over the last few years, ATMA & ITTAC have been intensely involved in creating awareness on Tyre

Care & Road safety through On-ground activations, Tyre clinics, Safety seminars, Mass media messaging, Social media campaigns, Participation at expos, Launch of safety calendars, Animation films, Jingles and other possible interfaces to reach out to motorists.

During this journey several leading organisations including Infosys, Honda Cars, Indian Oil, ISRPL, Pipapav Port, Haryana Tourism & Haryana Transport Department etc

have join hands with ATMA for tyre safety training for Passenger as well as Commercial vehicles . A nation-wide School/ College Connect programme has been launched so as to create a sense of Tyre & Road Safety amongst students.

## What are the overall roles and responsibilities of ITTAC?

As stated above, ITTAC is a specialised resource of ATMA. ITTAC has been on the forefront of Indian tyre industry's drive to emerge as a

force to reckon with in technical and manufacturing capabilities.

ITTAC's close interface and interaction with international and national standards organizations has helped in exchange of views, practices, knowledge sharing all with an objective to make Indian Tyre Industry benchmarked to the best globally. As a result, today, the new greenfield tyre manufacturing facilities in India rank amongst world's best in the world in terms of technology, practices, quality of products and sustainability.

Broadly, the objectives of ITTAC are to collaborate with national & international organizations, stakeholders and policy makers with a view to establish relevant and pragmatic national standards for tyres and allied products, advance the frontiers of technical excellence through knowledge sharing, work towards safer and environmentally responsible operations through

dissemination of sustainable practices, and foster the need for tyre care as an integral part of road safety through continuous awareness programmes.

### What have been some of the landmarks achieved?

If Indian tyre industry is increasingly converging with the world in terms of practices, product quality and technology, the role of ITTAC cannot be overstated. As a steadfast ally of Indian Tyre Industry, ITTAC has achieved several milestones including:

- Development of Technical aspects of pneumatic tyres, tubes, rims and valves used in automotive vehicles in India.
- Alignment of National Standards with the ultimate aim of achieving inter-changeability of pneumatic tyres, rims and valves as far as fitting and use are concerned.
- Establishment of Engineering standards for tyres, tubes, rims and

valves

- Preparation and publication of engineering norms and specifications.
- Setting up a robust information system for advising members about regulatory, legislation and National and International practices, which could have a bearing on the activities of member firms.
- Coordinating with National or International organisations whose objects are similar or complementary.

### Since Indian realities are vastly different from the developed world, how has ITTAC contributed to development of India-specific tyre standards?

Yes, Indian realities are very different from other countries. For a tyre maker, India represents a challenging terrain. Road conditions in India have a wide spectrum from expressways to potholed lanes to unmetalled roads. Tyres are expected to perform equally well on all types of

roads. Developing tyres for such varied conditions needs robust standards and constant innovation in product development. ITTAC, with active collaboration of member companies, has helped framed standards that suit Indian conditions.

Further, Tyres need to be standardised for optimum performance in all weather conditions since India is a vast country with varied climate as one travels from one zone to another. The standards developed by ITTAC take into consideration all such Indian realities.

India produces one of the largest varieties of tyres manufactured anywhere in the world. The road scenario of India is vastly diverse with ultramodern cars and primitive vehicles plying together. Indian tyre industry has been developing tyres and standards for all needs. Even before a vehicle is launched, tyre industry is ready with the customized and tested fitments and standards. 🚗