

## Marangoni extends footprint to North India

*Mumbai (India) – Marangoni Group, Italy*, the Leading Global Retreading Specialist, that started its Franchising operations in India in mid-2018, has established its **1<sup>st</sup> Exclusive Franchisee in North India**. The business, **Manoj Tyres**, an existing retreader at Kanpur, one of the largest tyre markets in India in Uttar Pradesh (UP), was sourcing retreading material from two leading Indian retreading companies before switching exclusively to Marangoni India. A new greenfield facility at a new site has been commissioned with new equipment, including Marangoni's **Ringreader RT920**.

Keeping with the culture of India, where any new venture has to receive blessings from family elders, the inauguration was graced by **Shri Jagmohan Agarwal**, the father of **Manoj Agarwal, Proprietor of the firm**, accompanied by **Hemant Kaul, CEO, Marangoni - India**. Speaking on the occasion, Kaul said that in Manoj Tyres we have an experienced partner who understands the differentiation Marangoni brings to fleets compared to our competitors. **Manoj Agarwal** has a 3-decade long experience as a distributor of imported brands of new tyres, in tyre service through a CV wheel alignment center and in tyre retreading. As new tyre technology advanced, he felt the need to 'future-proof' his business. After extensive due diligence, he zoomed in on Marangoni.

Commenting on this development, **Vittorio Marangoni, President of Marangoni Group**, said our long-term goal is to **contribute through innovation to the transition from a linear economy to a circular economy in the tyre industry** and we are very happy to find partners who embrace our philosophy because it means that they are visionary people who are ahead of the times.

**Matthias Leppert, Chairman of the Board of Leader Rubber Company**, added that Marangoni has embarked on a strategic project to develop the Indian market with its premium product "**RINGTREAD**". The fast growing network of franchisees is confirming this approach and is showing that an important share of India's replacement truck tyre market is appreciating the offer of a "RINGTREAD" retreaded tyre with performance like premium new tyres. Our franchisee partners offer fleets an economic saving on total costs of ownership level which is a "green" solution (circular economy) too.

He was joined by **Brett Sproson, Managing Director, Leader Rubber Company**, who said, "We welcome Manoj Tyres to the RINGTREAD family and with the exclusive offering of the premium RINGTREAD product, may this partnership grow from strength to strength."

Earlier this year, Marangoni acquired 100% shareholding in the erstwhile JV company it had established in 2015, by bringing on board its wholly owned subsidiary, **Leader Rubber Company (SA) Prop. Ltd, South Africa**. The Indian subsidiary is now called **Marangoni South Asia Private Limited (MASA)** and has franchisees in Kerala, Tamil Nadu, Telangana, Gujarat, Maharashtra, and now Uttar Pradesh. A few months back, **MASA established its 1st Franchisee in Nepal as well**.

Mumbai, 23/11/2022

### About Marangoni S.p.A

*Marangoni S.p.A., through its Group, is a world-renowned leader in the green tyre industry, in the design and construction of tyre retreading machinery, in the production of TBR and OTR retreaded tyres, and in the manufacture of compounds for technical products. With more than 70 years of experience, the brand is now present with its own industrial and commercial facilities in Italy, Germany, Norway, Turkey, China, Brazil and South Africa and has 1,000 employees. The parent company Marangoni S.p.A. is based in Rovereto (in*

Northern Italy), where the group's headquarters and R&D centre are located. The group continues to invest successfully in innovation and environmental sustainability.

### **About Leader Rubber Company (SA) Proprietary Limited**

*For over 55 years, Leader Rubber Company has supplied and manufactured precise tread and consumables required for the retreading process. We also assist the end user with a range of tyre management tools. Our foundation is based on honesty, integrity, and our world-class operations that apply best business practice. We continuously strive to use innovative methods by making use of advanced technologies. Our customers always receive consistent quality, competitive prices and value-added service.*

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