

Ghandhara Tyre & Rubber Company Limited 2024

The ASME NEDUET Student Section and the Department of Mechanical Engineering organized an industrial visit for students to Ghandhara Tyre & Rubber Company Limited on October 15, 2024.

The company, originally known as The General Tyre and Rubber Company of Pakistan Limited, was established in 1963 in Karachi and began production in 1964. Initially, it had a capacity of 120,000 tyres per year. In 1977, most shares were sold to Bibojee Services Ltd., and in 1985, the company expanded to produce 600,000 tyres annually. In 1987, Continental AG, a leading German tyre manufacturer, acquired a 10% share and provided technical support.

Continental's involvement ensured high-quality standards, and the General brand became well-known for its quality. To appeal to a growing middle-class market, the company rebranded from General Tyre to GTR Tyre, targeting young car enthusiasts with a modern look.

GTR, a public company, is mainly owned by Bibojee Services, Pak Kuwait Investment Company, and the National Investment Trust, with the rest of the shares held by the public. It now produces 2.4 million automotive tyres and 1.6 million motorcycle tyres annually, covering 70% of the tyre sizes in demand in Pakistan. It manufactures various tyres, including steel-belted radial tyres for cars and trucks.

GTR serves four markets: vehicle manufacturers, aftermarkets, government institutions, and exports. It has over 190 authorized dealers in Pakistan and supplies 80% of tyres to original equipment manufacturers (OEMs), ensuring high quality by testing in Japan and Europe. GTR exports to several countries and has a history of producing tyres for Formula III racing cars. It has offices and warehouses in major Pakistani cities and offers comprehensive product warranties.

During the visit, participants had the opportunity to gain firsthand insights into the company's advanced manufacturing processes and industrial operations. The visit included a detailed tour of the facility, where professionals explained the production techniques, quality control measures, and technological advancements used in tyre manufacturing. Students engaged in interactive discussions with industry experts, learning about the challenges and innovations in the field. This visit provided valuable exposure to real-world engineering applications, enhancing the participants' understanding of industrial practices and career prospects in the manufacturing sector.



Figure 1. Group Photograph from the Industrial Visit