

Industrial Visit to Gandhara Tyre & Rubber Company 2022

On November 3, 2022, mechanical engineering students visited Gandhara Tyre & Rubber Company (GTR). 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, the majority of 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, the aftermarket, 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 warranties on its products.



Figure 1. Some Glimpse of Tyre Manufacturing Process and Testing Facility at Gandhara Tyre & Rubber Company.