

## Andhra Pradesh gets another Steel Wheels store

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JK Tyre, the pioneers of radial tyres in India, has recently opened a new Steel Wheels showroom at Jagityal in Andhra Pradesh via franchise route. The Steel Wheels is a nationwide franchise chain of retail outlets by JK Tyre and is a "One Stop Tyre Sales cum Service Tyre Shop". Presently, the company has more than 125 such outlets across the country and is in the process of increasing the number of these outlets. Ajoy Shah, Deputy General Manager (Passenger Car), JK Tyre and Industries Ltd said, "Steel Wheels is a strategic marketing initiative from JK Tyre. Opening of the outlets is in response to our growing customer base. It has redefined tyre retailing by providing unmatched pro-active customer care services." The Steel Wheels showrooms are equipped with wheel servicing equipment, computerised wheel alignment and wheel balancing, automated tyre changing, nitrogen inflation, and correct air care. Consumers may choose from the wide range of JK Tyre products and also avail themselves of guidance from trained personnel on tyre care, maintenance, and tyre rotation.