



PUBLIC

How Does Efficient Promotions Management Help You Strengthen Relationships with Channel Partners?

Working in partnership with **3,500 auto parts dealers worldwide**

With a presence in more than 100 countries, New Delhi, India-based JK Tyre and Industries Ltd. is one of the world's leading tire manufacturers. The company sells tires for the automotive industry and aftermarket through a network of dealers and distributors, and the relationships with these sales partners are key to business success. However, manual processes for implementing schemes in its ERP system meant errors, delays, and poor market responsiveness. Calculating promotional benefits and settling payouts with rigid custom-code-based programs resulted in a lack of consistency, with distributors experiencing delays in receiving benefits from the schemes. To improve its service to sales partners and market responsiveness, JK Tyre needed a **channel promotion and incentive management solution** that would support transparent and effective promotions management.

THE BEST RUN 



A well-run incentives scheme enabled JK Tyre and Industries Ltd to **improve customer service**, providing a competitive edge.

By deploying the **SAP® Incentive Administration application by Vistex** and the pricing option for the **SAP Data Maintenance application for ERP by Vistex**, JK Tyre:

- Established a standardized structure for channel incentives across all regions, increasing transparency for dealers and distributors
- Enabled its business to roll out different kinds of promotional schemes tailored to the business needs of the moment, increasing sales and sales margins
- Incorporated approval stages into automated workflows, improving governance and control over issuing promotional offers
- Automated the calculation of promotional discounts, significantly reducing manual errors
- Increased channel loyalty thanks to greater clarity on pricing incentives and timely settlements
- Achieved a smooth deployment thanks to specialist expertise provided by Vistex

“We have made our approach to offer incentives more consistent across the company, helping us **build trust with our dealers and distributors** and establish ourselves as a highly desirable trading partner.”

Sharad Agarwal, Head of IT, JK Tyre and Industries Ltd.



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JK Tyre and Industries Ltd.
New Delhi, India
www.jktyre.com

Industry
Automotive

Employees
8,900

Revenue
Rs 85.43 billion
(US\$1.23 billion)

Featured Solutions and Services
SAP Incentive Administration by Vistex and
SAP Data Maintenance for ERP by Vistex,
pricing option



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Studio SAP | 64793enUS (19/08)

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