PREFACE

In today’s environment Cars are becoming one of the prominent sources of passenger transportation for intra and intercity transportation.

An effort is made to study the changing behavior of the user and the effect of this on the manufacturing industry.

Tyre is not only the load carrier but performs other functions. Tyre has to undergo under severe conditions because of various reasons. Marketing team faces lot of challenges in terms of the changing dynamics.

The researcher has made a sincere effort to collect and analyse all the relevant facts for the Marketing problems and prospects for the passenger car radial tyres in India. His observations and suggestions are based on a careful study of these and he hopes that they would prove to be useful for the tyre industry.