

Sumitomo Rubber to establish sales company in India

Kobe, Japan – Sumitomo Rubber Industries, Ltd. will establish a sales company in India. The new company, Falken Tyre India Private Limited, will be established as a joint venture company of Sumitomo Rubber Asia (Tyre) Pte. Ltd., a subsidiary and Asia sales company of Sumitomo Rubber, and Stamford Tyres Corporation Ltd. in Singapore, in order to strengthen sales of replacement tires in India, where the market is expected to keep growing.

The new company will start business in April 2013. Falken Tyre India will aim to enhance customer satisfaction and expand sales of replacement tires by supplying tires which meet the local needs.