
Gurgaon, Haryana, India, August 4, 2009

Apollo's Farm King wins M&M's Arjun

Mahindra & Mahindra becomes the first OE to trigger radialisation of the Indian agriculture vehicle segment

Apollo Tyres has begun supplies of its radial tractor tyres, **Farm King**, to Mahindra & Mahindra (M&M) for original equipment (OE) fitment on one of their most popular tractors, the Arjun. Farm King is the first radial tyre in the agriculture segment to have gained an OE fitment in India.

The Farm King fitted Arjun tractors are being sold in a few states where farmers are known to be early adopters of technology. States like Punjab, Haryana, Rajasthan, Andhra Pradesh and Maharashtra are the highest consumers of Apollo's farm radials, in a country where the use of radial tyres in the agriculture segment is still at a low of 2 to 3%.

Said **Satish Sharma, Chief, India Operations, Apollo Tyres Ltd**: "The spread of radialisation in nearly all segments has been triggered by OE acceptance. Mahindra & Mahindra is playing a pioneering role in the farm segment and ours is a partnership for the future. This is the right time to make the shift to radial farm tyres, since in the past two years, sales of farm radials have registered a 20% growth, though from a small base."

Apollo Tyres is the largest producer of farm radials in India, with a range of sizes meant for Indian tractors. Since 2001, when Farm King was launched, the company has worked extensively with progressive farmers to drive home the benefits of radialisation. Typically, the key benefit of a radial farm tyre as opposed to a cross ply are: fuel efficiency, higher tyre life, low soil compaction and increased driver comfort. The last is often critical since tractors typically do not sport a suspension and the tyre plays a key role in driving comfort.

To meet the increasing demand from both M&M and the replacement market, Apollo Tyres is ramping up production of the Farm King from October this year.

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About Apollo Tyres Ltd

Apollo Tyres Ltd is a high-performance company and the leading Indian tyre manufacturer. It is built around the core principles of creating stakeholder value through reliability in its products and dependability in its relationships. The company has four manufacturing units in India, four in Southern Africa and one in the Netherlands. Apollo's subsidiary companies are Apollo Tyres South Africa Pty Ltd (previously known as Dunlop Tyres) and Apollo Vredestein BV in the Netherlands. India, South Africa and Europe are the company's three domestic markets from where products are exported to over 70 countries. In each of the domestic markets the company operates through a vast network of branded, exclusive and multi-product outlets.

Corporate Headquarters

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