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Gurgaon, Haryana, India, December 8, 2009

## Apollo Tyres establishes a global marketing function

### Marc Luyten appointed Chief Marketing Officer

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Effective January 1, 2010, a new global marketing structure will become operational at Apollo Tyres Ltd, under the leadership of **Marc Luyten, Chief Marketing Officer**, who till now was the Director, Marketing & Sales at Apollo Vredestein B V, based out of Enschede, Netherlands.

Marc Luyten will spearhead the global marketing efforts of Apollo's key product brands. He will be assisted by a team of product brand managers responsible for individual brands across all geographies.

Said **Neeraj Kanwar, Managing Director, Apollo Tyres Ltd**, "In a rapidly growing organisation like ours, Marc Luyten and his team will be bringing in the much-needed synergy across locations, and adding enormous value by building each of these product brands with their distinctive value proposition."

The global marketing structure is a result of the integration between Apollo Tyres India and the two acquired entities of Dunlop Tyres in South Africa in 2006, and Vredestein Banden in May 2009. Both companies have since undergone a name change and have been registered as **Apollo Tyres South Africa Pty Ltd** and **Apollo Vredestein B V**, respectively. The acquisitions resulted in a portfolio of strong product brands in the Apollo stable which command a high demand in regions of the world, outside their home markets. The team under Marc Luyten, will be focusing on enhancing each product brand's position across the globe, both with automobile manufacturers and in the replacement market.

In his earlier avatar as the Director, Marketing & Sales in Vredestein Banden, Marc Luyten has played a central role in creating Vredestein's profile, positioning it as an aspirational brand and establishing its network of sales subsidiaries across Europe and North America. Marc Luyten will now be based out of Brussels and report directly to Neeraj Kanwar, Managing Director, Apollo Tyres Ltd. Speaking about his enhanced portfolio **Marc Luyten, Chief Marketing Officer, Apollo Tyres Ltd** said, "Moving into a true global company now brings all of us around the world phenomenal opportunities. The market has been inspiring us for so many years and will continue to encourage us in our thinking and acting as a market and customer-driven company."

A separate team, under Neeraj Kanwar will oversee all corporate image and brand-building initiatives for Apollo Tyres Ltd, based out of the Headquarters in Gurgaon, India.

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#### For further details contact:

**ROHIT SHARAN**  
+91 98182 00359  
[rohit.sharan@apollotyres.com](mailto:rohit.sharan@apollotyres.com)

**HARSHITA VERMA**  
+91 97177 71576  
[harshita.verma@apollotyres.com](mailto:harshita.verma@apollotyres.com)

#### 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 three manufacturing units in India, four in Southern Africa and one in the Netherlands, with a greenfield facility currently underway in Chennai, India. 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.

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#### Corporate Headquarters

Apollo House, 7 Institutional Area, Sector 32, Gurgaon 122001, Haryana, India. T: +91 124 2721000 F: +91 124 2383021