
Gurgaon, Haryana, India, March 10, 2010

Apollo-CV Awards 2010, a first for India's commercial vehicle segment

Tata Motors named CV Maker of the Year

Apollo Tyres Ltd in association with CV magazine announced the first set of dedicated Awards for the commercial vehicle segment in India - **Apollo-CV Awards 2010**. The Award Ceremony, with 23 Awards to be won, took place in the western Indian city of Mumbai on March 8, 2010. The evening saw **Tata Motors** walk away with the two big Awards - **CV Maker of the Year** and **CV of the Year** for Tata Prime 4028 S. The coveted title of **CV Man of the Year** was conferred on Dr Abhay Firodia, Chairman and Managing Director, Force Motors Limited.

A unique feature of these Awards was that apart from recognising commercial vehicle and ancillary manufacturers, fleet operators too were acknowledged for their contribution to the industry.

Speaking on the occasion, **Satish Sharma, Chief, India Operations, Apollo Tyres Ltd**, said, "The commercial vehicle segment in India has been through several high and lows in the last two years, and has emerged stronger and leaner. With domestic sales on the rise as well, we felt it's time someone applauded this tireless effort to deliver the best possible product to customers, and at the same time keep pace with tomorrow's technology. This might sound simple, but being in the tyre industry we completely understand how tricky such situations can be. The Apollo-CV Awards have been instituted to honour the champions among the commercial vehicle makers, ancillary producers and fleet operators - all of whom add considerable muscle to our economy."

The Apollo-CV Awards 2010 have been conceptualised with a view to recognise product innovation, manufacturing excellence and implementation of best practices. To ensure that only merit ruled, the Jury comprised of automotive experts and journalists; to judge the best in the fleet category, an external consultancy firm was engaged for accurate evaluation of all applications.

(ends)

List of winners enclosed.

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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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Apollo-CV Awards 2010

The Winners

CV Maker of the Year: Tata Motors
CV of the Year: Tata Prima 4028 S
CV Man of the Year: Dr Abhay Firodia
CV Innovation of the Year: AMW 3123
Green CV of the Year: Hino FM8J
CV Component Maker of the Year: Tata Auto Comp Systems Ltd
CV Component of the Year: Delphi-TVS Diesel Systems Ltd
CV Dealer of the Year: TVS Iyengar & Sons Ltd
HCV Bus of the Year: Ashok Leyland ULE CNG Bus
HCV Truck of the Year, Prime Mover: Tata Prima 4028 S
HCV Truck of the Year, Rigid: Man Force CLA 31.280
LCV Bus of the Year: Eicher Skyline Executive 32 Seater
LCV of the Year, Above One Tonne Payload: Piaggio Ape Truk Plus
LCV of the Year, Below One Tonne Payload: Mahindra Gio
Bus Application Builder of the Year: JCBL Ltd
Truck Application Builder of the Year: HYVA India Pvt. Ltd
Emerging Truck Fleet Operator of the Year: Inland Road Transport Pvt. Ltd
Large Truck Fleet Operator of the Year: TCI Limited
Niche Segment Fleet Operator of the Year: Namakkal Transport Carriers (P) Ltd
Private Sector Bus Fleet Operator of the Year: Parveen Travels Pvt. Ltd
Public Sector Bus Fleet Operator of the Year: Karnataka State Transport Corporation
Best Practice Adopter of the Year: VRL Logistics Ltd
Fleet Enabler of the Year: Bharat Petroleum Corporation Ltd

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