

January 30, 2012

Service gets a new name: Apollo Direct

1-800-419-7070 for quick information and easy complaint resolution

Apollo Tyres has launched **Apollo Direct** for India, with the toll-free number **1800-419-7070**. A single point of contact for passenger vehicle customers seeking information on tyre availability, fitment, sizes, prizes, dealer locations; along with any tyre related complaints that might need the manufacturer's attention.

To be able to provide customers with an easy and official contact point had become critical given Apollo's position as the #1 producer of passenger car tyres in India with over 4,50,000 tyres sold every month. More importantly, every month 55,000 new vehicles hit the road, which come factory-fitted with Apollo tyres. The number is valid across India, and to provide quick service, a large pan-India network of the company's best business partners have been trained to enable them to undertake speedy resolution.

Commenting on the introduction of **Apollo Direct**, **Satish Sharma, Chief, India Operations, Apollo Tyres Ltd** said, "This is one of the ongoing series of initiatives that we have been undertaking for the past few years, begun with the setting up of modern retail outlets called Apollo Zones and our initiative to educate motorists on tyre care and maintenance called Apollo Safe Drive, to take customer experience to the next level. The customers' appetite for information is extremely high and this is one more way of addressing this need. Also a single toll free phone number, manned by trained professionals, is the solution that fits easily into the busy lives of our customers."

For information and enquiries, the contact centre personnel are equipped with answers. In case required, the contact centre will come back to the customer with additional information. Complaints on the other hand, are registered and forwarded to the relevant individual. The complaint is tracked, and the customer updated by a phone call or SMS, until the complaint is resolved and closure achieved.

1-800-419-7070 will be operational all days of the week from 0900 to 1800 hours, excluding Sundays and national holidays. In case of any dissatisfaction with the service or information provided, customers are encouraged to register their thoughts with an email directly to the company at **apollo^{direct}@apollo^{tyres}.com**.

(Ends)



For further details contact:

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About Apollo Tyres Ltd

Apollo Tyres Ltd is a high-performance tyre manufacturer headquartered in India. 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.

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