
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)

Photographs enclosed.

Caption 1: (L-R) P M Telang, Managing Director, India Operations, Tata Motors; Satish Sharma, Chief, India Operations, Apollo Tyres Ltd; R Pisharody, President, Commercial Vehicles Business Unit, Tata Motors; with others
Caption 2: Winners of the Apollo-CV Awards 2010

For further details contact:

ROHIT SHARAN
+91 98182 00359
rohit.sharan@apollotyres.com

HARSHITA VERMA
+91 97177 71576
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.

Corporate Headquarters

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