
Gurgaon, Haryana, India, March 17, 2010

Apollo Tyres opens its 150th Sales Office

Keeping up the tradition of being close to the customer

Apollo Tyres, India's leading tyre manufacturer, inaugurated its landmark 150th Sales and Marketing Office in Tirunelveli, in the southern Indian state of Tamil Nadu. This is Apollo Tyres 10th Sales and Marketing office in Tamil Nadu. The 149th office was in Etawah, Uttar Pradesh and the 148th in Begusarai, Bihar, opened in February and January this year.

In keeping with the mantra of being located close to the customer, since March 2009, Apollo Tyres has added 15 Sales and Distribution Points to its network in India. The company plans to continue with this drive to enable it to be closer to each of the customer segments it services, pushing further into the rural areas of India, to compliment its network within India's city centres and along highways. In the first week of April, two more Apollo Sales & Marketing Offices will be opened in semi-rural areas in the states of Andhra Pradesh and Jharkhand, in southern and eastern India respectively.

Said **Satish Sharma, Chief, India Operations, Apollo Tyres**, "Tamil Nadu is a priority state for us. We are exploring all options to ensure the highest degree of customer satisfaction from Apollo Tyres. Also, Tamil Nadu houses our largest and state-of-the-art manufacturing facility, which is expected to begin commercial production any day now."

Apollo Tyres has recently joined hands with the Tamil Nadu State AIDS Control Society (TANSACS) and opened five Health Care Clinics in Tamil Nadu for the benefit of the trucking community. These clinics, situated in large transshipment hubs in the Krishnagiri, Madhavaram, Namakkal, Poonamalle and Tuticorin towns, takes forward Apollo's **HIV-AIDS Awareness and Prevention Programme** to its customers at these locations. The transshipment hubs, generally found near highways, are typically populated by long distance heavy commercial vehicle community. The trucking population in India, a high-value customer segment for the company, is vulnerable to sexually transmitted infections due to their irregular lifestyle emanating out of the less-than-desirable working environment they are often subjected to.

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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 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

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