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Oragadam, Tamil Nadu, INDIA, February 10, 2011

## Apollo Tyres showcases India's global manufacturing prowess in its new home -- Chennai, Tamil Nadu

### 9<sup>th</sup> tyre plant formally inaugurated by Deputy Chief Minister

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The **Honourable Deputy Chief Minister of Tamil Nadu, M K Stalin** today formally inaugurated Apollo Tyres' 9<sup>th</sup> global tyre manufacturing unit and the 4<sup>th</sup> in India. Present, on the occasion were Onkar S Kanwar, Chairman, Neeraj Kanwar, Vice Chairman and Managing Director, Apollo Tyres; the company's Board of Directors and CEOs from India, South Africa and Europe. T M Anbarasan, Honourable Labour Minister and Rajeev Ranjan, Principal Secretary - Industries, Government of Tamil Nadu were also present.

Located on the outskirts of Chennai city, this greenfield facility is a reflection of India's growth aspirations and manufacturing capabilities, showcasing some of the best practices available across the globe in tyre manufacturing. A highly automated plant with extensive use of robotics and IT-driven systems, it employs young and skilled manpower on the shopfloor.

Speaking on the occasion **Onkar S Kanwar, Chairman, Apollo Tyres** said, "While planning this manufacturing facility, we have 'questioned' existing practices, studied benchmarked systems within Apollo and outside, with a desire to create an iconic tyre manufacturing facility, which is technologically advanced and yet cost competitive. I am happy that this plant mirrors the hopes and aspirations of the new India, even as India goes global."

Built over 128 acres, construction began on site in December 2008 at the peak of the global downturn. The first tyre was commercially produced by February 2010, in a short span of only 14 months. The projected investment of Rs 450 crores in 2008, has since been scaled up multi-fold to Rs 2100 crores (US\$ 430 million). The Chennai plant currently produces 7000 passenger vehicle tyres and 1300 commercial vehicle tyres a day. At its terminal capacity, production is expected to reach 16,000 passenger vehicle and 6,000 commercial vehicle tyres a day.

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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.

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