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Dhaka, Bangladesh, December 22, 2010

## Apollo Tyres launches its winning brands in Bangladesh Through a marketing tie-up with the Rahimafrooz Group

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India's #1 tyre manufacturer, Apollo Tyres, formally introduced some of its best-performing commercial vehicle tyres in its neighbouring country, Bangladesh. This is being done with the Rahimafrooz Group, Bangladesh's largest manufacturer and distributor of automotive and industrial batteries. The focus for now, will be on cross-ply heavy and light commercial vehicle tyres, bringing to Bangladesh, some of the best performing cross-ply brands in this segment.

Speaking at a media gathering, **Rajesh Kumar, Head, International Sales, Apollo Tyres Ltd**, said "Bangladesh is predominantly a cross-ply market and that's where we think we can create value for our customers in mileage, fuel economy and service. The Rahimafrooz Group, with its aspirations is a perfect partner for us, with its robust network, its trained sales force and service back up."

**Mudassir Moin, Managing Director, Rahimafrooz Distribution Ltd** elaborated: "We have been looking at expansion plans for our product range and Apollo compliments us best. Their tyres are tried and tested under similar conditions and Apollo has the capability to continue to add to this range. It's a long term partnership which we will back through our strong sales and service network. In all senses a win-win combination."

The Rahimafrooz Group has more than 10 exclusive outlets across Bangladesh, along with a largest distribution network of more than 500 dealers and retailers across the country, with a direct contact with nearly all kinds of vehicle owners and drivers.

Bangladesh is predominantly a cross-ply tyre market in the commercial segment with a replacement market size of over 45000 and 30000 heavy and light commercial tyres a month.

Added **Rajesh Kumar, Head, International Sales, Apollo Tyres**, "We will soon also bring here our **Endurace** range of truck-bus radials. Since usage of radial tyres is still low, much like it was in India a few years back, we will begin by working closely with our commercial vehicle customers to help them realise the radial advantage."

Apart from Bangladesh, Apollo Tyres exports to more than 70 countries across the world. Apollo manufactures in 3 continents and has 4 plants in India (Apollo Tyres Ltd), 4 in Southern Africa (Apollo Tyres South Africa Pty Ltd) and 1 in The Netherlands (Apollo Vredestein BV). Its key brands are Apollo, Vredestein, Regal, Maloya and Dunlop in 32 African countries.

### About Rahimafrooz Group:

The Rahimafrooz Group has 4 divisions: Storage Power, Automotive and Electronics Division, Energy and Retail. The Group employs more than 2000 people directly and 20,000 indirectly. It also has a not for profit social enterprise.

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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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### Corporate Headquarters

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