
Gurgaon, Haryana, India, June 17, 2011

Apollo Tyres announces the Apollo Fleet of the Year Awards

To recognise unsung heroes for their contribution in the transportation sector

The contribution of the transportation sector, as a whole, towards India's GDP is approximately 10%. Of this, road transport constitutes the bulk. The Indian road transportation network carries almost 65% of the domestic freight and 80% of the passenger traffic annually. Apollo Tyres felt that there was a need to recognise and reward the fleet operators who have been fuelling the growth of the Indian economy.

To recognise, encourage and share best practices, starting this year, Apollo Tyres has instituted the annual **Apollo Fleet of the Year Awards** -- the first ever recognition exclusively for commercial vehicle fleets operating in India.

The goal of the Awards is to recognise and encourage the numerous best practices and innovations taking place in the sector. Through the Awards process, Apollo Tyres is looking to create a platform for information exchange and sharing of best practices within the transportation industry, enabling more and more fleet owners to move up the value chain.

There are 4 Award categories which directly address business and operations on an overall level. These are: Fleet of the Year, Lifetime Achievement, Leadership in Passenger Operations and the Small Fleet Operator Award. A special recognition has been kept in each category for the small fleet owner. To add to this, 4 unique Award categories have also been created: Leadership in Safety, Leadership in Operations, Leadership in Customer Service and Leadership in Technology & Sustainability. After 4 regional rounds, the National Award ceremony will take place in September 2011.

Speaking on the launch of Apollo Fleet of the Year Awards **Satish Sharma, Chief, India Operations, Apollo Tyres Ltd** said, "In my many interactions, with small and large transporters I have often been amazed by the kind of initiatives that some of the operators we work with have undertaken. Be it in safety or customer care or maintenance. Over time, we felt that these are stories that need to be told to both encourage these practices and to enable others to also hear about and learn from them. The **Apollo Fleet of the Year Awards** is our contribution to the sector and our thank you to the millions who keep the wheels of our economy moving smoothly at all times."

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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.

Corporate Headquarters

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