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Gurgaon, India, July 26, 2011

## Apollo Tyres partners OEM Mahindra & Mahindra in Monsoon Challenge 2011

### The largest Time-Speed-Distance off-roading adventure rally in India

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Apollo Tyres, India's leading tyre manufacturer, partnered with vehicle manufacturer Mahindra & Mahindra for *Monsoon Challenge 2011*, one of the biggest and certainly the most rewarding, TSD (Time, Speed, Distance) rallies on the Indian off-roading scene.

*Monsoon Challenge 2011* took participants through challenging and picturesque terrains to test their driving and navigation skills. The drive began on Friday, July 22, 2011, from the western Indian city of Nasik with 50+ participating teams. Over 3 days this rally covered 1500 kilometres, halting at Aurangabad and Kolhapur, and eventually culminated on the beaches of Goa on Sunday, July 24. The winning team of Somdev Chanda and Nirav Mehta, riding on a Mahindra Stinger, took home a cash prize of Rs 800,000 -- clearly the largest cash award ever given in any Indian off-roading adventure.

As the name suggests, the rally took place at the peak of the monsoon season in the western part of India, where it has been raining continuously for the past few days. The challenge therefore was in how each team best negotiated the variety of terrains they had to travel through. The roads selected were a mix of smooth highways in parts to complete off-roading, through dense and slushy forests and rain-washed rocky landscapes. The rally truly tested each driver's ability to move across varying road conditions, often in pouring rains.

Apollo Tyres instituted two special award categories. The *Apollo Safe Drive Award*, under its ongoing **Apollo Safe Drive** initiative was won by Umesh Rane from Mumbai driving a Mahindra Thar. Apollo also undertook complete tyre checks of each vehicle during the inspection stage and at the end of each day, to ensure no driver faced tyre-related problems. The tyres most suited for this rally were the Apollo Hawkz All Terrain and Hawkz Rough Terrain. *Apollo Woman Driver Award* was won by Ms Sampada Rangnekar from Mumbai, who participated with her son.

*Monsoon Challenge 2011* is Apollo Tyres' first partnership with leading vehicle manufacturer Mahindra & Mahindra's (M&M) Adventure division. Apollo is a strategic partner to M&M and supplies a range of tyres for Mahindra's utility, farm and commercial vehicles. Apollo and M&M are also working together on future projects. In India, M&M is a clear leader in the utility vehicle segment.

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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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