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Apollo Tyres hosts a three-day India Conclave

For top performing Business Partners, handling exports out of India

Under its **International Marketing Programme** for exports out of India, Apollo Tyres brought together its high performing Business Partners for an **India Conclave**. They qualified from among a large field by achieving challenging sales targets in the commercial vehicle tyre category in 2009 -- not one of the easiest years for attaining stiff targets in many markets around the globe. The initiative was christened "**Jai Ho**" after one of the Oscar-winning lyrics from the movie *Slumdog Millionaire*, and literally meaning 'may you be victorious'. The reward for this victory was an all-expense-paid three-day incentive trip to India.

The **India Conclave, January 22-24, 2010**, allowed Business Partners from diverse countries like Afghanistan, Iran, Iraq, Myanmar, Pakistan, Philippines and Turkmenistan to personally meet and interact with Apollo's leadership team in the Head Office, who shared future growth and strategic plans for different markets and product categories. The Partners were also taken on a tour of Apollo's largest manufacturing unit at Limda in Gujarat, in the western region of India. A high point for all was the visit to the Taj Mahal -- one of the Seven Wonders of the Ancient World.

Said **Mazin Ayass from Iraq**, "This visit to India was very special for two reasons. Being in the business of tyre retailing, I have visited almost 10 manufacturing units across South-east Asia including Korea and Thailand; I would rate Apollo's Plant in Gujarat as the best. Visiting this plant has made me understand the kind of high-end technology, engineering and research which goes into a product like a tyre. Secondly, I saw and experienced India in all its colours and gaiety. I can never forget the beauty and magnificence of the Taj Mahal in Agra."

The visit was topped off with a felicitation ceremony by **Apollo Tyres' Chairman Onkar S Kanwar** at the annual Apollo One Family Day, in front of nearly 1,000 employees.

Speaking on the success of the India Conclave, **Satish Sharma, Chief, India Operations, Apollo Tyres Ltd**, said, "The targets set were not easy and my heartiest congratulations to all our Business Partners in achieving them. Apollo is a clear market leader in truck-bus and light truck tyres in India, this directly speaks about our product quality, and therefore our tyres are also the right fit for similar markets around the world."

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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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