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Apollo to participate in Reifen 2010, Essen

Begins European journey with presence in the world's largest tyre show

Apollo Tyres will be showcasing all passenger vehicle product brands in its portfolio at this year's Reifen 2010, in Essen, Germany. This coincides with the launch of the Apollo brand in Europe, and would be the first ever participation by Apollo Tyres in an European trade fair.

The Apollo pavilion in Hall 3 Stall 211, would be one of the largest in the exposition and will house all tyre brands from the Apollo Tyres' stable which are relevant to European customers. These are Apollo, Vredestein and Maloya. The display will highlight the passenger car range that Apollo is introducing into Europe and how it complements the existing Vredestein and Maloya range.

Apollo Tyres had been evaluating entry into the extremely competitive and demanding European continent for a while now. The acquisition of Vredestein Banden BV (renamed Apollo Vredestein BV) in May 2009 allowed the company to accelerate its plans for Europe, now with a manufacturing facility in The Netherlands and qualified sales and technology personnel.

Apollo Tyres is currently present in some of the world's largest and fastest growing markets in Asia like India, in developing and high potential markets like Africa and the saturated and challenging European continent.

In the meantime, commercial delivery of truck-bus radial tyres for India, ASEAN and the Middle East markets have already started from the company's most recent greenfield facility in Chennai, India. This Euro 300 million plant will add substantial capacity and is expected to be completed in 2012.

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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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