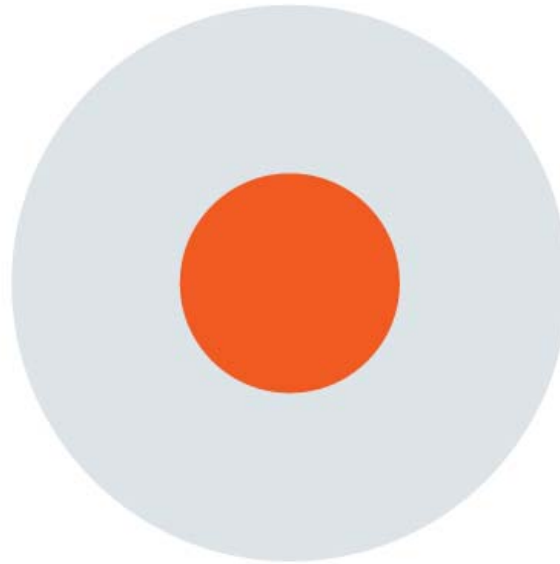
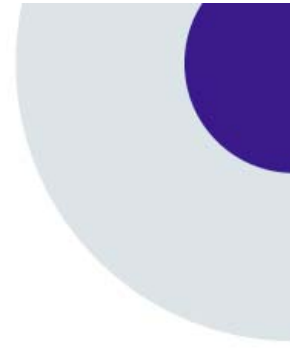
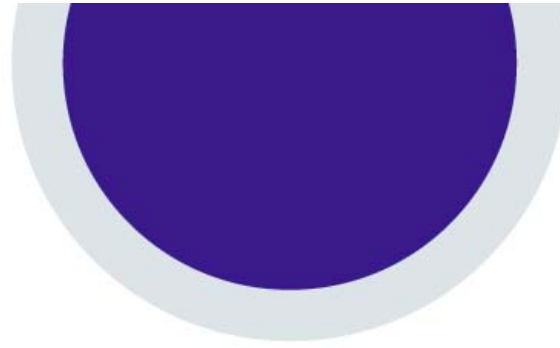


Apollo Tyres Ltd.

March 2010

apollo



The Company

- Multi-national, originating in India
 - Manufacturing presence in 3 continents
- Incorporated in 1975
- Publicly listed, promoter family owns ~40%
- >20% CAGR over last 5 years
- A global Top 15 tyre company
- Consistently profitable with an unbroken dividend record since 1989

What do we aspire to be?

- Our Business Footprint
 - Global scale
 - Tyres & Tyres +
- Our People
 - ATL as the Most Desired Employer
 - Creator of leaders
 - “Learning Organisation”
- Our Customers
 - Most desired brand
 - Technology edge to meet customer needs
- Our Society
 - Contributor to community / society through business and / or social welfare activities
- Ourselves - Self Reliant

Our Mission



A journey called "Passion in Motion"
 to be a US\$ 2 billion company by the year 2010
 on the three pillars of People, Quality and Technology
 using the rigour of the Six Sigma process



Growing Globally – Organically and Inorganically

- Indian Operations with a 5 year CAGR of ~20%
- Integration of Dunlop Tyres International Pty Ltd., South Africa in 2006, added Rs.10+ Bn of revenue
- Integration of Vredestein Banden B.V., Netherlands in 2009 , adding another Rs.20+ Bn to the topline



Leveraging Brands

apollo

Worldwide:

apollo



South Africa & other parts of Africa:



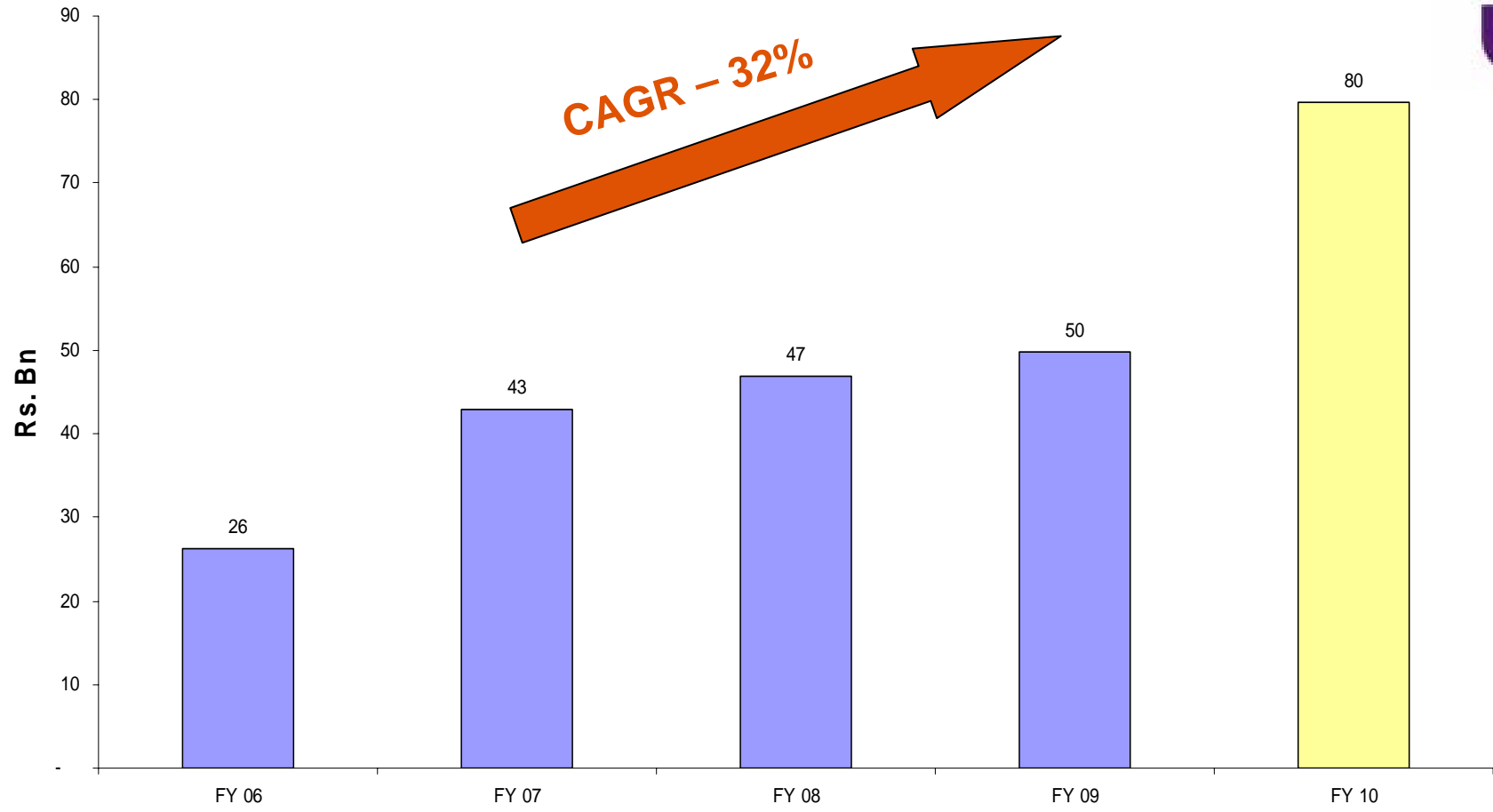
India:




Leveraging Partnerships

- Customer partnerships
 - OEMs (Tata Motors, Maruti Suzuki, Volkswagen, Mahindra, General Motors, Hyundai, Ford, Skoda, Ashok Leyland, etc.)
- Channel Partnerships
 - Exclusive Dealerships (Apollo Tyre World in India), Franchisees (Dunlop Zone in South Africa)
- Technology Partnerships
 - Indian Institutes of Technology at Mumbai & Kharagpur
 - Leibniz Institute of Polymer Research and University of Leipzig in Germany
- Vendor Partnerships
 - Raw material development projects with Honeywell, Bekaert and Lanxess and others
- Testing Partnerships
 - ATP, Germany; NTC, Italy; IDIADA, Spain; NATC, USA

Business Profile

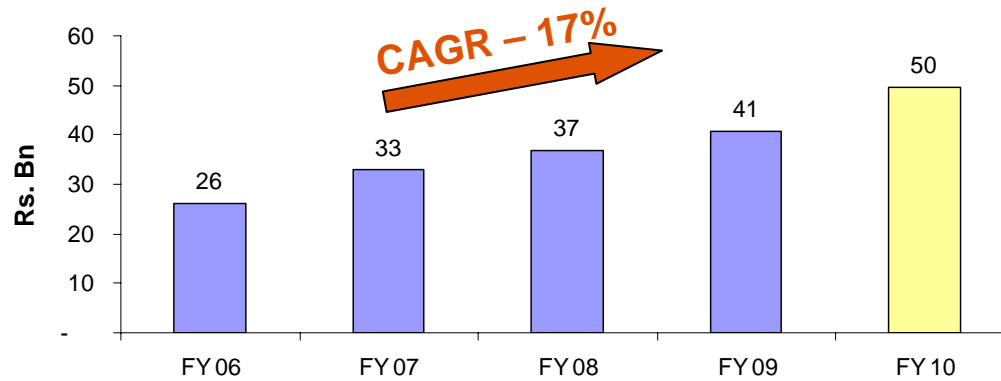


 FY10 - Annualized

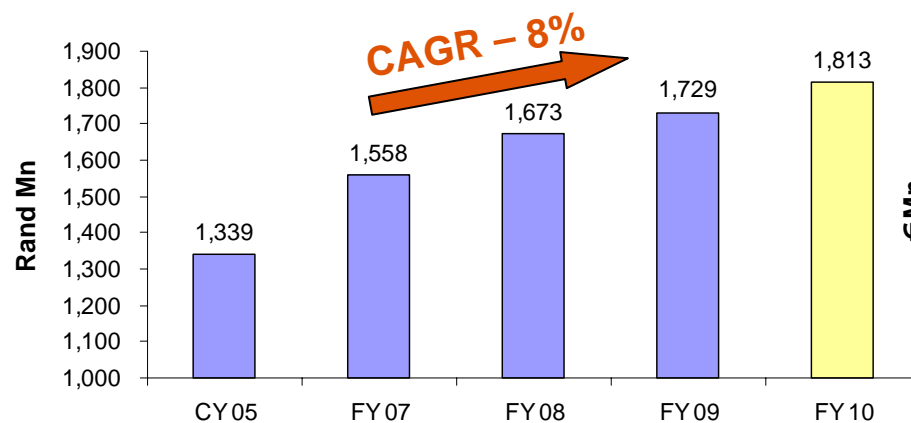
Consolidated Top Line

Business Profile

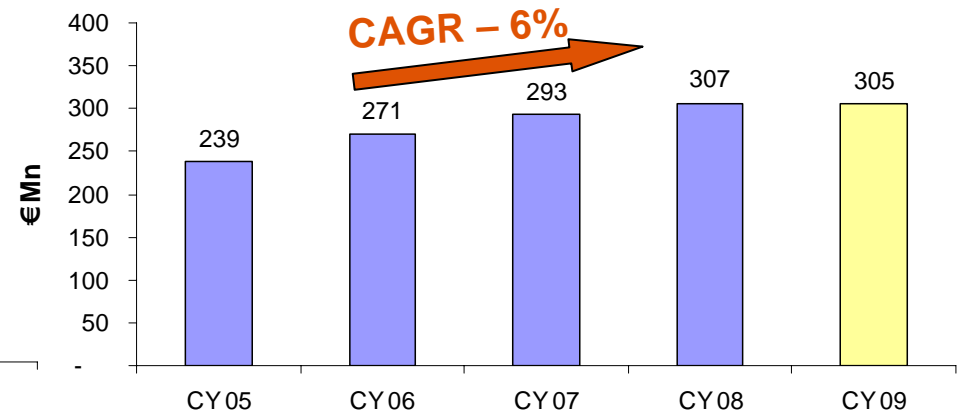
India Operations Top Line




SA Operations Top Line

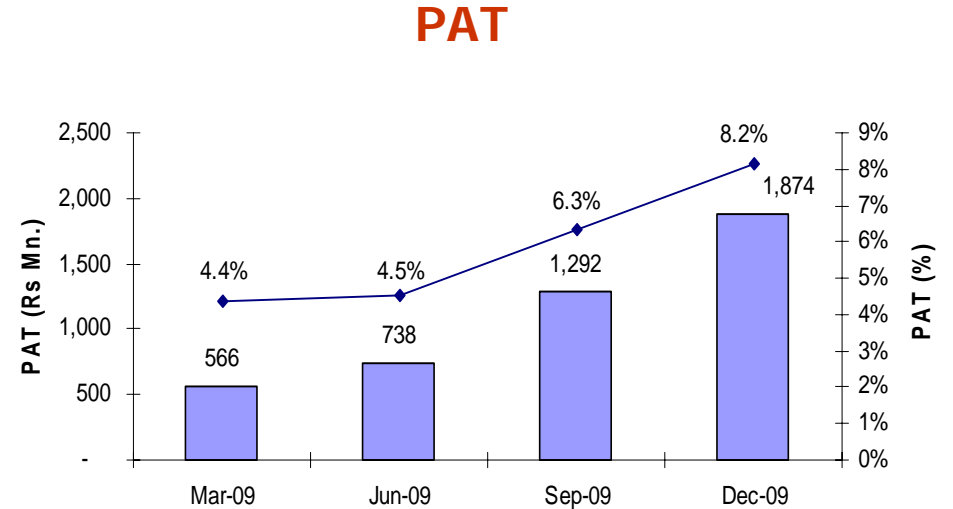
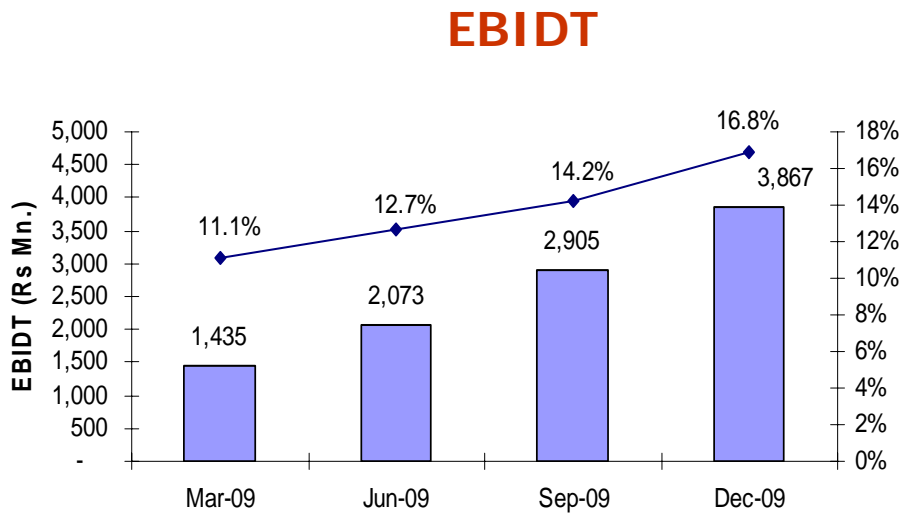
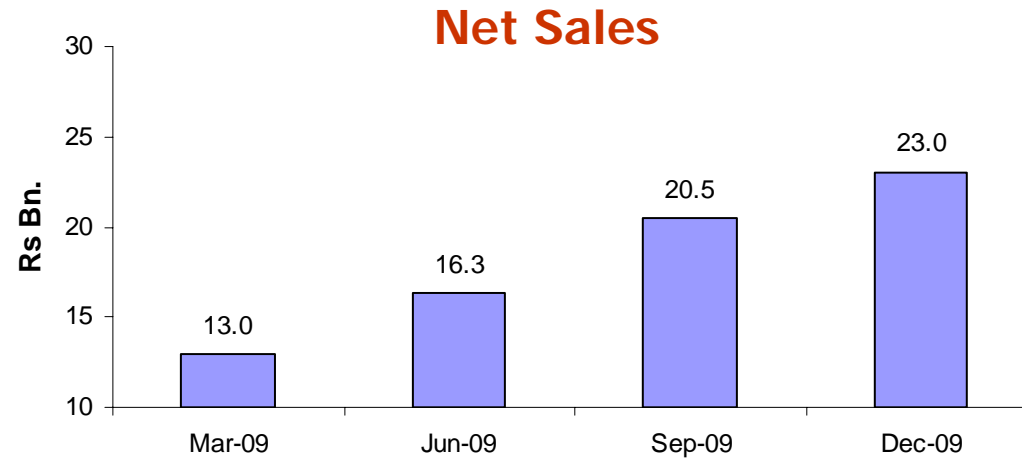


Netherlands Operations Top Line

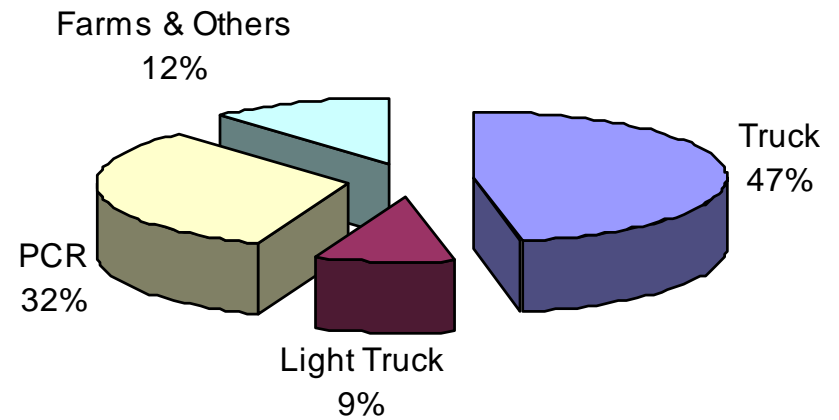
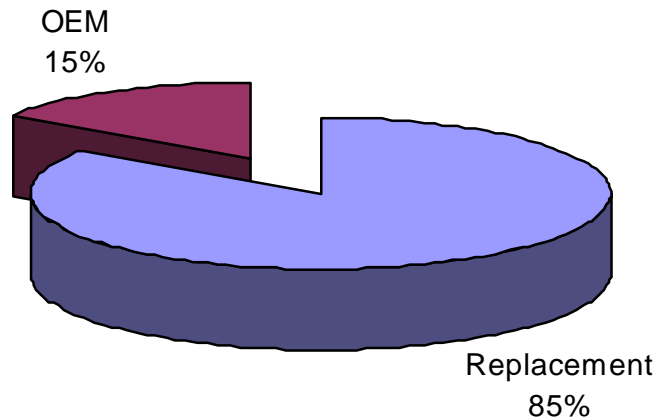
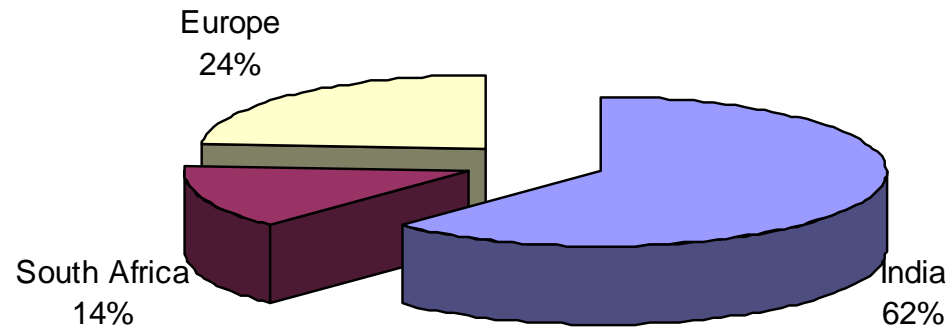


 FY10 - Annualized

Sequential Growth - Consolidated



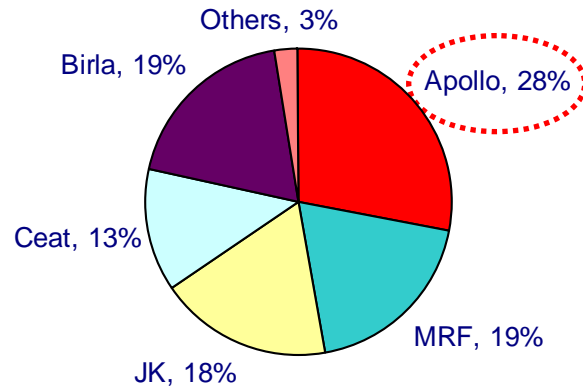
Business Profile



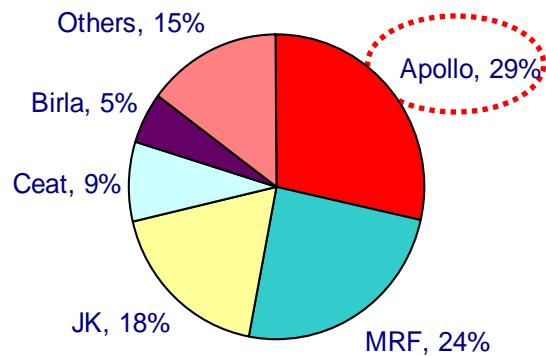
Revenue Segmentation – FY 2010

Market Share - India

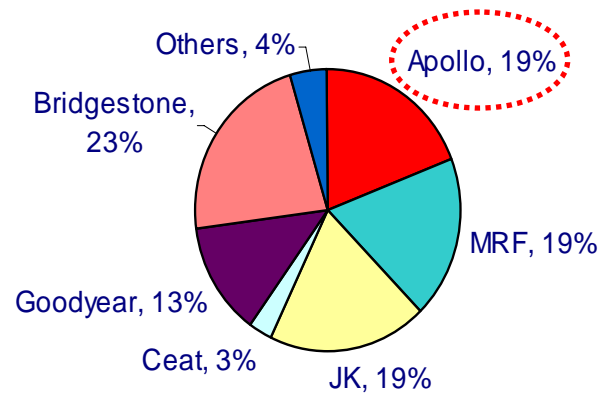
Truck and Bus Tyres FY 10 YTD



Light Truck Tyres FY 10 YTD

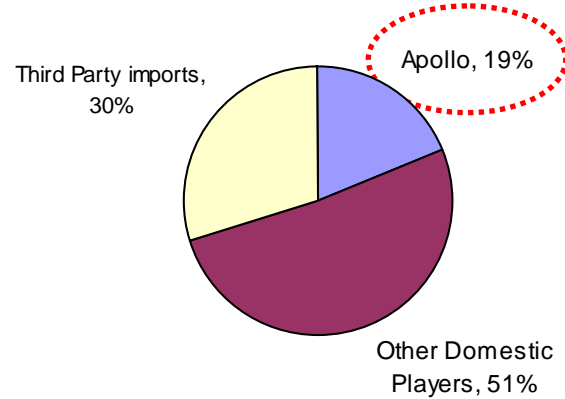


PCR Tyres FY 10 YTD

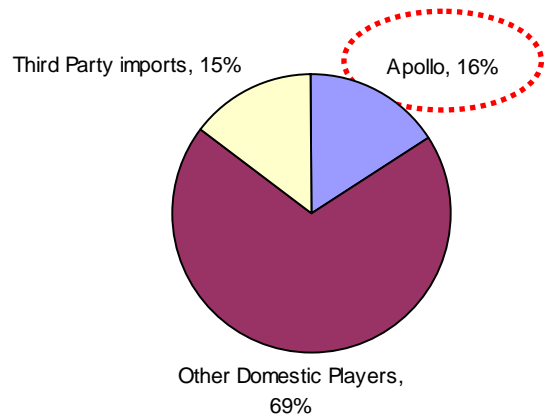


Market Share - SA

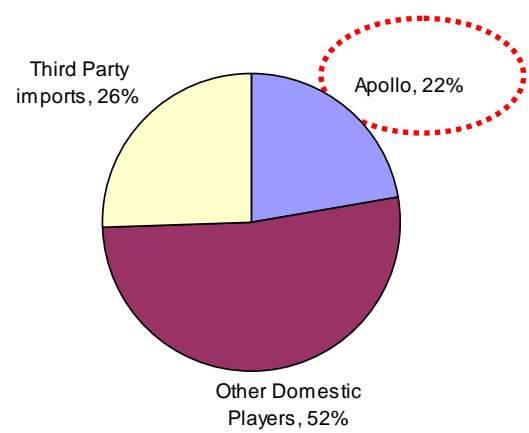
Truck and Bus Tyres CY 09



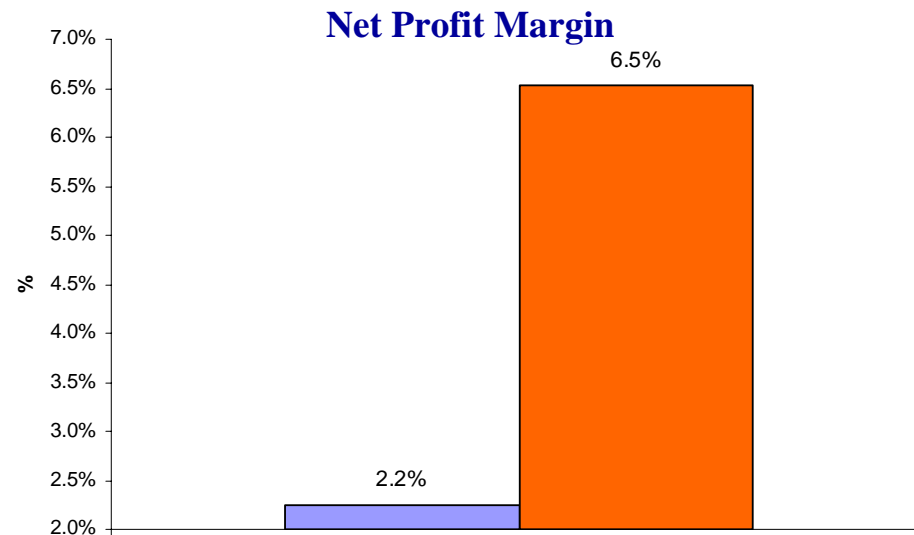
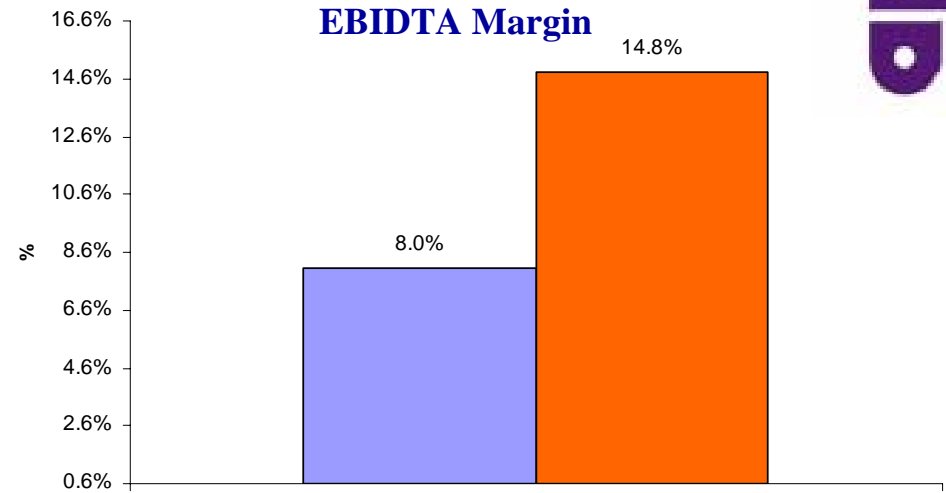
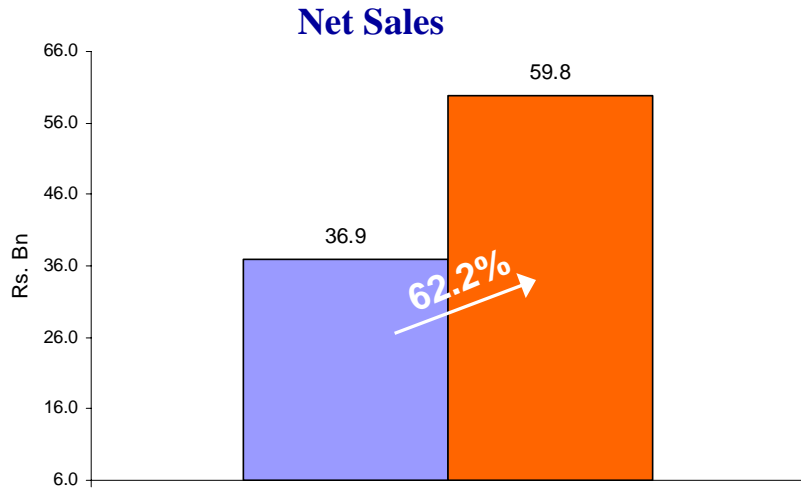
Light Truck Tyres CY 09



PCR Tyres CY 09



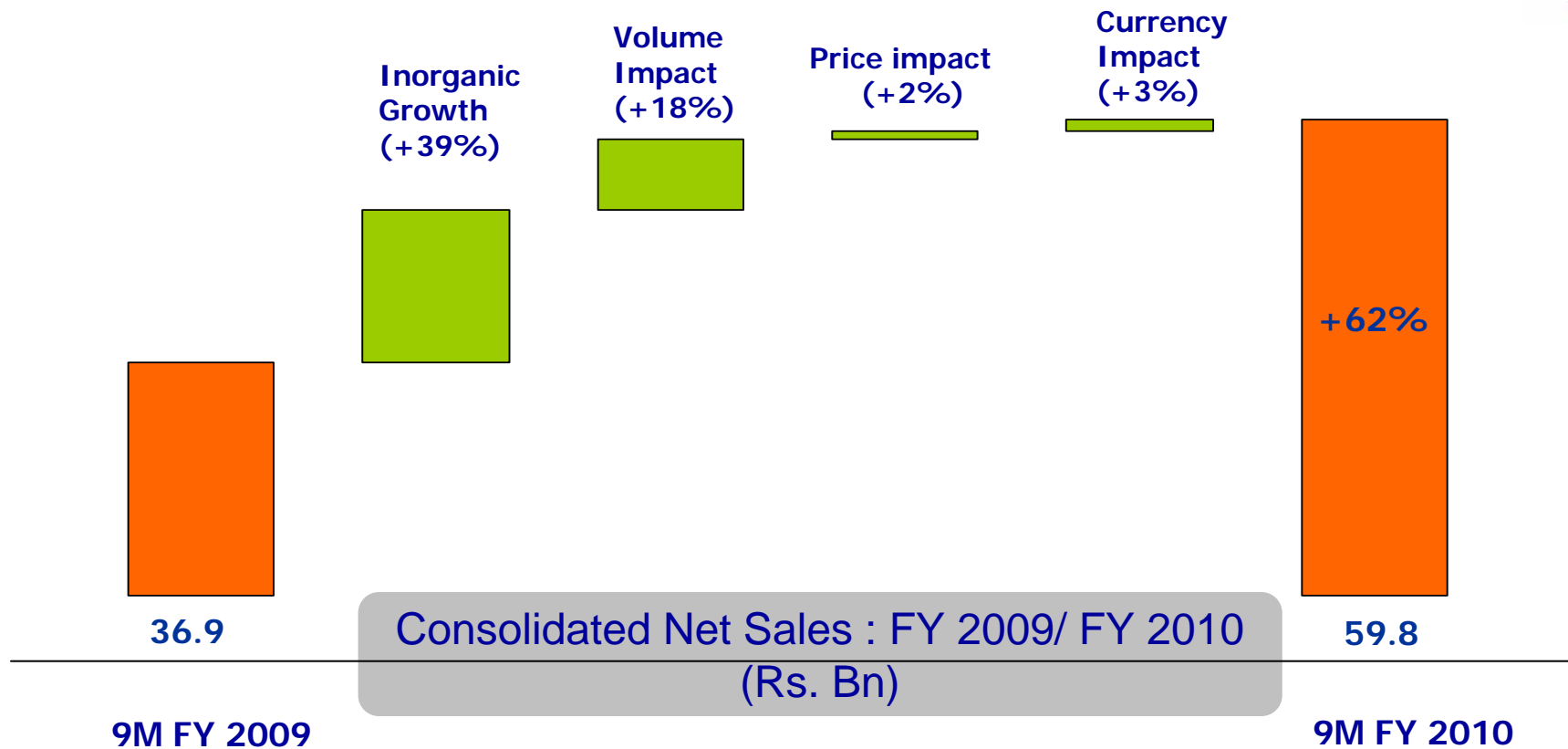
Financial Highlights (9M FY 2010)



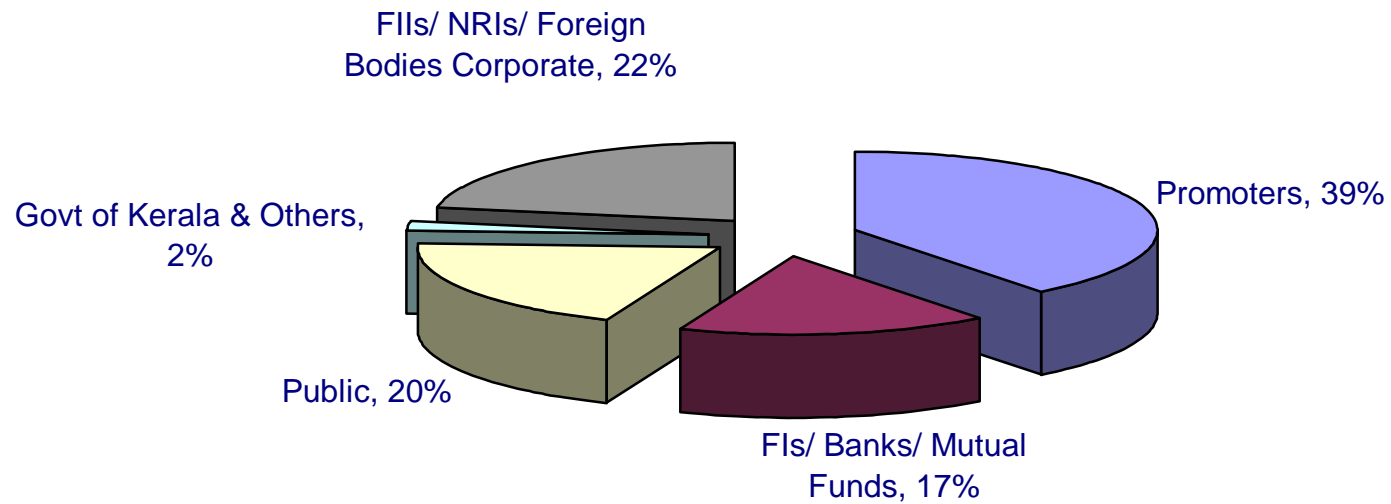
■ 9M FY 2009
■ 9M FY 2010

Financial Highlights

Revenue Bridge (Consolidated)



Shareholding Information



Looking Ahead

- Rapid radialization in commercial vehicle segment in India
 - Greenfield Project in Chennai
 - Commercial production to begin from March 2010
 - A total Capacity of 6,000 TBR & 8,000 PCR tyres by FY 2012
 - Capex of Rs. 20 Bn

- Focus on integration of Apollo Vredestein B.V.
 - Distribution strength to be leveraged for throughput of more brands
 - Source tyres from Indian/ SA operations to augment capacity



**On a Journey
To
Move the World**

apollo

