

## Satish Sharma

Chief, India Operations  
Apollo Tyres Ltd



As Chief, India Operations, Satish Sharma guides strategy and oversees the implementation of key functions like manufacturing, sales and marketing, customer relations and profitability in Zone I, which caters to Asia, Australia, New Zealand, Fiji, Middle East, Asian CIS countries and Turkey. A member of the company's Management Board, he is a man who prefers taking challenges head-on. He is credited with Apollo's steady sales growth, in the last 5 years, in the Indian market at a CAGR of 17%.

Satish Sharma began his career with JK Tyres, moving very soon to the position of a Manager, where he was responsible for brand and product management, planning and development, advertising and sales promotion, market research and after-sales service.

He joined Apollo Tyres in 1997 as a Product Manager and was gradually promoted to the position of Chief, Marketing. Sharma's eye for new products and market strategies has contributed consistently to the company's progression. Known for his innovative marketing initiatives and exceptional leadership qualities, he continues to mentor and coach business units within the organisation. Satish took over as the Chief, India Operations for Apollo Tyres in April 2006.

A Chemical Engineer from the National Institute of Technology, Raipur, Madhya Pradesh, Satish also holds a post-graduate diploma in Business Management from Institute of Management Technology, Ghaziabad. He is a member of the Institute of Engineers, Indian Rubber Institute and All India Management Association (AIMA).

An avid sportsperson, who is extremely passionate about his fitness, Sharma enjoys golf and running. He actively participates in the half-marathons held every year. Apart from sports, he loves challenging crossword puzzles and travelling with his family.

### About Apollo Tyres Ltd

Apollo Tyres Ltd is a high-performance tyre manufacturer headquartered in India. 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. The company manufactures and sells Apollo, Vredestein, Dunlop (32 countries in Africa), Kaizen, Maloya and Regal brand of tyres.

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