
Cologne, Germany, June 2, 2010

Brand Apollo arrives in Europe

Management of Apollo Tyres Ltd discuss plans at a media briefing in Cologne on the sidelines of Reifen 2010

Addressing a large gathering of media from across Europe in Cologne, Germany, Onkar S Kanwar, Chairman and Neeraj Kanwar, Managing Director of Apollo Tyres Ltd, spoke extensively on the launch of brand Apollo in Europe.

Apollo is entering Europe with an initial range of passenger car tyres with speed ratings from T to Y -- 4x4, Summer and Winter tyres, primarily comprising the top 50 sizes by volume. This, the company says, is a beginning and will be expanded over time. Said **Onkar S Kanwar, Chairman, Apollo Tyres**, "Europe is a very crucial market for us. Not just because it is one of the most demanding, but also because to make a place for ourselves in this saturated marketplace is not a small task. Our strategy for this very knowledgeable set of customers is to provide the best tyres, at the best price, backed by the best service proposition. And grow gradually over time, with increasing customer acceptance."

Apollo Tyres will be distributed through a hand-picked set of Retailers. To begin with they will be available in 3 key countries -- Germany, UK and the home base of the Netherlands. Mentioned **Neeraj Kanwar, Managing Director, Apollo Tyres Ltd**, "A major distinguisher for brand Apollo is the value that we will be delivering to our customers -- high quality and technology standards at affordable prices. Given this, we will be available only with established Retailers and will not walk the Wholesale route. Our current range will cater to the small and mid-size segment and the growing 4x4 demand in Europe."

As a new entrant, Apollo has a distinct advantage of access to the robust network of its subsidiary Apollo Vredestein (acquired in May 2009), its trained sales force and the promise of 24 hour service.

Along with the top management of Apollo Tyres Ltd, also present were the CEOs of India and South Africa, **Satish Sharma** and **Luis Ceneviz** respectively, **Rob Oudshoorn, CEO, Apollo Vredestein**, who spearheads the company's functioning in Europe, including the manufacture of brand Apollo in the Enschede facility and **Marc Luyten, Chief Marketing Officer**, who oversees marketing activities across the 3 home markets of India, South Africa and Europe.

The Apollo passenger car brands which will be available in Europe are **Amazer 3G Maxx, Acelere, Aspire** and the 4x4 range of **Hawkz** in Summer tyres. From July onwards, the **Acelere Winter** and **Hawkz Winter** would be available as well.

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For further details contact:

ROHIT SHARAN
+91 98182 00359
rohit.sharan@apollotyres.com

THOMAS MITTENDORFF
+31 (0)53 4888 330
thomas.mittendorff@apollovredestein.com

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

Apollo House, 7 Institutional Area, Sector 32, Gurgaon 122001, Haryana, India. T: +91 124 2721000 F: +91 124 2383021