

Mumbai, India, July 8, 2009

Apollo Tyres works with Mumbai citizens for a fourth consecutive safe monsoon

Campaign kicks off from Western Mumbai today

"Safe Drive handbook is a really fantastic initiative by Apollo Tyres towards public awareness. It is truly appreciable and we congratulate them for their thoughtfulness," said Sylvia Fernandes, a travel industry veteran who was also a witness to the monsoon destructions of 2005.

With heavy rains crippling normal life of Mumbai citizens, employees of Apollo Tyres drenched in rainwater, were busy at the Juhu and Andheri areas of Western Mumbai handing out the **Safe Drive Handbook on Disaster Management**, containing safety tips and useful numbers, to assist citizens of Mumbai in taking precautions to ensure a safe monsoon. This activity will continue till July 14, 2009, at various traffic intersections and other important locations.

The initiative, led by Apollo Tyres Ltd, India's leading tyre manufacturer, is aimed at distributing the handbook to over 2,50,000 motorists in Mumbai. Apart from the safety tips, this booklet contains contact numbers of disaster management cells, fire brigade, coast guards, towing facilities, sanitation authorities, police stations, hospitals, blood banks and other emergency services across Mumbai.

Lauding the efforts of the state government in improving the city's infrastructure to avoid the recurrence of the 2005 disaster **Neeraj Kanwar, Managing Director, Apollo Tyres Ltd** said, "Our objective is to make Mumbai residents aware of the actions that they can take in times of crisis and respond to the situation in a better way. My message to everyone in one of my favourite cities is -- let's enjoy monsoon by taking ample safety measures."

Sujay Srivastava, Zonal Manager, Apollo Tyres Ltd, said, "What began as a small initiative way back in 2006 has now become an annual activity for us. I would like to urge Mumbaikars to drive safely during this monsoon and be equipped to handle any crisis. This year our team's focus would be to cover the entire Mumbai City, Western Suburban Area and Navi Mumbai. As always, the civil authorities have been very cooperative."

This initiative was started in 2006, after Mumbai faced the biggest disaster of recent times in the form of city floods during July 2005, with a mission to limit and alleviate the ill effects of any untoward incident disrupting the normal functioning and safety of the city and its occupants, as well as to ensure rapid

Safety Tips from the handbook:

- Ensure that the handbook is in your car's glove box at all times
- Drivers suffering from diseases like diabetes, blood pressure, asthma or any other, for which they take prescribed medicine, must keep a stock of their medicines in the vehicle
- In a disaster like situation, instead of trying to reach home, first try and reach the home of the nearest acquaintance. Minimise travel
- Lower your window panes while driving through water-logged areas
- Carry out a thorough pre-monsoon check for your vehicle, including batteries, tyres with recommended tyre pressure, electrical wiring, engine and wipers
- Do not drink and drive; wear your seat belts; follow traffic rules and drive at a safe-speed
- Create ICE - In Case of Emergency - numbers in your mobile phone contact list, to enable rescuers to contact your near and dear ones
- Remember, at any time, your life is more precious than your vehicle

Must-have items in a vehicle:

- A well equipped first-aid kit with bandages, pain relief spray, antiseptic cream, mosquito repellent cream or spray and anti-allergic & pain relief medicines
- Hammer: to break open the glass of the driver's window from the centre, in case of an auto-lock failure
- Nylon Rope: thick, at least 20 metres long. To be kept in the boot space
- Dry and non-perishable food items: to be kept in an air-tight container ideally, in ample quantities. Dry fruits are recommended
- Bottled water: at least two litres, to be refilled daily
- A fully charged torch, plastic sheets, spare umbrella, a working whistle

(Note to Editors: Please feel free to publish the safety tips in any form, for your readers)



recovery from any such disruption. The activity has been highly appreciated by car owners and drivers in previous years. There have been instances when drivers have called up the Apollo Tyres office to thank the volunteers for the booklet.

The campaign this year is being supported by:

- Corporate and Voluntary Organisation Networking for Disaster Management (CVONDM)
- Maharashtra State Road Development Corporation (MSRDC)
- Disaster Management & CCRS. Municipal Corporation of Greater Mumbai
- Mumbai Police

Tentative distribution locations

Route Plan – July 10		8.30 - 11.30 & 4.30 - 9.30
Locations	Area	
Marine Drive	Churchgate	
Mantralaya	Churchgate	
V.T. Station	V.T.	
Fountain	V.T.	
Metro	Dhobi talo	
Mohamadali road Shalimar	Masjid	
Haji Ali	Mumbai central	
Tardeo	Bombay central	
Before JJ flyover	JJ	
Route Plan – July 11		8.30 - 11.30 & 4.30 - 9.30
Locations	Area	
Worli naka	Lower parel	
Race course signal	Mahalaxmi	
Dadar T.T.	Dadar east	
Dadar Shivsena bhavan	Dadar west	
Bengal chemicals	Dadar west	
Siddhivinayak signal at sah & sanghi	Dadar west	
Mahim St. Micheal church	Mahim	
Mahim causeway Signal	Mahim	
Route Plan – July 12		8.30 - 11.30
Locations	Area	
Lokhandwala Infiinity Mall Signal	Andheri west	
Sion station signal	Sion	
Sion Hospital	Sion	
Juhu circle	Vile parle	
Andheri Indian Oil signal	Andheri west	
Uncles kitchen	Malad	
Inorbit mall	Malad	
Goregaon Flyover	Goregaon west	
Jogeshwari bahram baug signal	Jogeshwari	



(Ends)

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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 three manufacturing units in India, four in Southern Africa and one in the Netherlands, with a greenfield facility currently underway in Chennai, India. Apollo's subsidiary companies are Apollo Tyres South Africa Pvt Ltd (previously known as Dunlop Tyres) and Vredestein Banden 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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