

Corporate Social Responsibility

“At Apollo Tyres we believe that our work in the community is an investment and an opportunity, to create a difference in the lives of our stakeholders and customers”

Onkar S Kanwar, Chairman, Apollo Tyres Ltd

HIV-AIDS Awareness and Prevention

This is the most comprehensive programme for Apollo in India and South Africa, covering employees, customers and supply chain partners. In India, the company runs a HIV-AIDS awareness and prevention programme for the trucking community; it operates 20 Health Care Centres across some of India’s busiest transshipment hubs. In South Africa, Apollo Tyres provides voluntary confidential testing for all employees; in case the employee tests positive, he/she is guided and assisted with regards to lifestyle and diet and is provided necessary medication and nutritional supplements.

Community Engagement

Apollo has identified the community around its manufacturing facilities as one of its key stakeholders. The community engagement is undertaken through a structured process. Based on a thorough need assessment survey within the local communities around Apollo’s manufacturing locations, a programme is defined and implemented. The programmes relate to either social or economic development needs like primary education, income generation and women’s empowerment.

In Vadodara (Gujarat), Pune (Maharashtra) and Chennai (Tamil Nadu) Apollo runs a programme called ‘Project U’, which focuses on skill upgradation and job placement for the youth in the vicinity. In Ladysmith, South Africa, where the company has a manufacturing facility, it supports two schools -- one for primary education of under-privileged children, and the other, for vocational training to physically challenged children up to the age of 21. Apollo Vredestein B V at its Enschede manufacturing facility conducts on-the-job training for individuals every year, to make them employable.

HabitAt Apollo

HabitAt Apollo is the environment initiative under which Apollo seeks to reduce the consumption of, reuse and recycle resources in the most effective way – specifically, paper, water and energy. This initiative seeks to bring about a change in individual eco-consumption and behaviour pattern; thereby, ensuring that 'green' becomes a matter of habit at Apollo.

The 1st formal drive launched under the environment initiative was recycling of paper, in March 2010. On energy and water fronts, Apollo’s plants across geographies are making significant efforts to bring down their consumption.

Apollo, in its 5 year strategic planning exercise, has identified **Sustainability** as a key pillar of growth. The company has also begun the process of following the GRI Reporting Standards across all parameters.

As of: January 1, 2012