

About the Company

Business: Manufacture and sale of automotive tyres

Background: Established in 1976, Apollo Tyres Ltd is India's leading tyre manufacturer, with headquarters in Gurgaon, in the National Capital Region and operations in 3 continents

Shareholding: Traded in India on the Bombay, National and Kochi Stock Exchanges, with 54% shares held by the public, government entities, banks and financial institutions. *(December 31, 2011)*

Financial year: April 1 to March 31

Turnover: FY11 Rs 88.6 billion/ **USD 1.99 billion**/ Euro 1.45 billion *(March 31, 2011, exchange rates)*

Topline trend: CAGR of 20% for the last 5 years

Acquired entities: In May 2009, Apollo acquired **Apollo Vredestein BV** (originally Vredestein Banden BV) in the Netherlands, producer of niche high end passenger car and specialty tyres with a manufacturing facility in Enschede and an extensive distribution network across Europe. In April 2006, Apollo Tyres acquired **Apollo Tyres South Africa (Pty) Ltd** (originally Dunlop Tyres International (Pty) Ltd), manufacturer of tyres across automotive segments, with brand rights to 32 African countries, 3 tyre manufacturing units and a retreading unit in South Africa and Zimbabwe

Manpower: Approximately **16,000 employees** based across India, Southern Africa and Europe

Manufacturing facilities: Apollo's largest unit is in Limda, in the western Indian state of Gujarat. Two other units are located in the southern Indian rubber-producing state of Kerala, and the latest next generation plant is near Chennai, Tamil Nadu. These 4 have a combined production capacity of 1200 tonnes a day. In South Africa, the Ladysmith and Durban plants account for 180 tonnes, and the Enschede plant in the Netherlands adds another 180 tonnes a day. Taking current production capacity to around **1550 metric tonnes a day**

Product portfolio: The entire range of passenger car, SUV, MUV, light truck, truck-bus, agriculture, industrial, specialty, bicycle and off-the-road tyres; retreading material and tyres, and alloy wheels

Brands: Apollo, Dunlop (32 countries in Africa) and Vredestein are the three key brands. Others are Regal and Kaizen (truck-bus tyres), Maloya (passenger car) DuraTyres (retreaded tyres), DuraTread (retreading material) and Acelere Wheelz (alloy wheels for passenger cars)

Key markets of operation: India is the largest market accounting for 62% of revenues, Europe 25% and South Africa 13%, **exporting to 70+ countries** from India, Europe and South Africa

Sales channels: In each of the domestic markets the company operates through a vast network of branded, exclusive and multi-product outlets

Management Board:

Onkar S Kanwar, Chairman and Managing Director

Neeraj Kanwar, Vice Chairman and Managing Director

Luis C Ceneviz, Chief, Africa Operations

Gaurav Kumar, Group Head, Corporate Strategy & Finance

Tapan Mitra, Chief, Human Resources

P K Mohamed, Chief Advisor, Research & Development

Rob Oudshoorn, Chief, Europe Operations

Kaushik Roy, Group Head, Corporate Purchase

Sunam Sarkar, Chief Financial Officer

Satish Sharma, Chief, India Operations

As of: January 1, 2012