
Apollo Tyres Ltd

About the Company

As of December 09, 2009

Established in 1976, **Apollo Tyres Ltd** is India's leading tyre manufacturer, with operations in three continents, and headquartered in **Gurgaon**, outside India's capital city of New Delhi

Shareholding: Traded in India on the Bombay, National and Kochi Stock Exchanges, with 61% of shares held by the public, government entities, banks and financial institutions

Financial year: April 1 to March 31

Turnover: FY09 Rs 49.8 billion / US\$ 1.1 billion / Euro 754 million (*March 31, 2009, exchange rates*)

Topline trend: CAGR of 22%

Inorganic growth: In **May 2009**, Apollo acquired **Vredestein Banden BV** in the Netherlands which has a high end passenger car tyre manufacturing facility and extensive access to the European market. In **April 2006**, Apollo Tyres acquired **Dunlop Tyres International** (since renamed Apollo Tyres South Africa Pty Ltd), comprising three tyre manufacturing units and a retreading plant in Southern Africa

Manpower: Over 10,000 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. These three together have a combined production of around 850 tonnes a day. A greenfield manufacturing unit will be commissioned by the end of this financial year in Chennai, Tamil Nadu, with an initial capacity of 150 tonnes. In South Africa, the Ladysmith and Durban plants account for a combined capacity of around 180 tonnes, and the Enschede plant in the Netherlands adds another 150 tonnes a day. Taking current production capacity to around 1200 metric tonnes a day

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

Brands: **Apollo**, **Vredestein** and **Dunlop** (in 30 countries in the African continent) 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 nearly 70% of revenues. Exports reach 70+ countries from the three domestic markets of 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

Key management:

Onkar S Kanwar, Chairman

Neeraj R S Kanwar, Managing Director

Sunam Sarkar, Chief Financial Officer

Marc Luyten, Chief Marketing Officer

Peter Becker, Chief, Research & Technology

Satish Sharma, Chief, India Operations

Rob Oudshoorn, CEO, Apollo Vredestein BV

Luis C Geneviz, CEO, Apollo Tyres South Africa (Pty) Ltd

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