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Apollo Tyres' HIV-AIDS programme receives Special Commendation for Community Investment

Honoured at the GBC Business Action on Health Awards 2011

The HIV-AIDS programme of Apollo Tyres in India, has received **Special Commendation** from the GBC Business Action on Health Awards 2011 under the **Community Investment** category. Global Business Coalition (GBC) Health, headquartered out of New York, is the official private sector focal point for the Global Fund to Fight AIDS, TB and Malaria. Every year, GBC Health, recognises companies which exemplify the spirit of innovation and dedication towards improving global health.

Apollo Tyres has been awarded for continued and meaningful engagement with its stakeholders and adopting a rather unique Public Private Partnership (PPP) model for the implementation of its HIV-AIDS initiative, including sexually transmitted infections (STI). From customers to employees, to the supply chain -- up and downstream -- the company has invested substantial resources in the wellbeing of all its stakeholders. For ensuring longevity and widespread benefit of this initiative among the target population in India, Apollo Tyre has entered into strategic partnerships with government bodies like State AIDS Control Societies and listed companies like Ambuja Cements (Holcim Group).

As of March 2011, Apollo Tyres through its peer educator, supply chain and workplace sensitisation drives, had reached 8,70,117 people, treated 28,467 STIs and counseled 67,483 patients. The company's HIV-AIDS programme -- supported by a carefully cultivated network of 885 peer educators and 45 master trainers -- has benefited almost 7,500 Apollo employees and over 9,400 employees of business partners with its focused communication on prevention, awareness and behaviour change.

Commenting on the Special Commendation, **Onkar S Kanwar, Chairman, Apollo Tyres Ltd**, said "Our 1st Health Care Centre was established in 2000 at a large transshipment hub on the outskirts of Delhi. Then the Centre looked at awareness and prevention of HIV-AIDS and general health within the commercial vehicle community. Over the years, this initiative has grown to 18 community focused Health Care Centres, each of which treats about 200 patient per month. We now plan to introduce a Tuberculosis Prevention programme at each of these Centres."

Apollo Tyres Health Care Centres are staffed by doctors, paramedics, counselors and outreach workers. They provide consultation, STI and HIV-AIDS testing and, treatment and counseling services to the community in the transshipment hub.

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For further details contact:

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

HARSHITA VERMA
+91 97177 71576
harshita.verma@apollotyres.com

About Apollo Tyres Ltd

Apollo Tyres Ltd is a high-performance tyre manufacturer headquartered in India. 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