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Green becomes a matter of habit at Apollo Tyres

Various initiatives launched for conservation and recycling of resources

“Our actions, no matter how small, have an effect on the planet. We have to be conscious of the negative impact our actions can cause and try to mitigate them responsibly,” said **Onkar S Kanwar, Chairman, Apollo Tyres** at the launch of Habitat Apollo.

The objective of this environment initiative **Habitat Apollo** is to actively work to conserve and recycle non-renewable resources in the most effective way. While Apollo Tyres has been proactively working on conservation initiatives like use of alternative energy sources like wind and solar power, water harvesting and recycling, Habitat Apollo was required to drive this message to individual Apolloites and to bring about a change in individual eco-consumption and behaviour patterns; thereby ensuring that ‘green’ becomes a matter of habit at Apollo Tyres.

The first formal drive under the environment initiative is on paper recycling. Employees are encouraged to use both sides of a piece of paper, print only when necessary, and dispose in a special bin. The paper collected from these bins is then taken for recycling and the recycling company gives Apollo Tyres office stationary in return.

The next initiative is to reduce the consumption of non-biodegradable materials across functions. In keeping with this spirit, Apollo Tyres has decided to completely do away with the conventional poly-wrapping of tyres. All poly-wrapping will stop from the end of May 2010. Instead, tyres from Apollo will now sport attractive labels. Poly-wrapping of commercial tyres have ceased for all brands. The same will now be applicable to all passenger car tyres across all markets.

These environment initiatives under the umbrella of ‘Habitat Apollo’ will complement the larger work that is happening at the plant level at Apollo Tyres of recycling solid and water waste and replacing certain raw materials with environment friendly components.

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About this logo:

The logo takes its inspiration from an endangered species of butterflies, called Apollo. The butterfly symbolises greenery - where there are butterflies, there are bound to be plants and flowers - and the organisation's commitment to the environment initiative.

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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 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

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