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Gurgaon, Haryana, India, January 14, 2010

## Neeraj Kanwar elected ATMA Chairman

### In a very challenging year for the Indian tyre industry

At today's Annual General Meeting of ATMA or the Automotive Tyre Manufacturers' Association, the apex body of the Indian tyre industry, **Neeraj Kanwar, Managing Director, Apollo Tyres Ltd**, was unanimously elected as the next **Chairman** of ATMA.

Neeraj Kanwar is by far the youngest ATMA Chairperson so far since its inception in 1975.

As Neeraj Kanwar takes on the role of the Chairman, he is faced with two key challenges -- falling exports out of India and increased dumping of low-cost tyres (costing as much as 30% below Indian prices) into the country.

ATMA's key members are the 8 largest Indian tyre manufacturers, who account for 90% of the Indian tyre market. ATMA acts as a communication vehicle between the tyre manufacturers and the government on legislation and requisite policy changes, on both sides; often assisting in relevant policy formulation, especially on Bi- and Multi-Trade Agreements and WTO issues. It works through 5 key Committees which constitute the bulk of its activities. These Committees are: Marketing, Exports, Purchase or Raw Materials, Taxation and Technical. ATMA also maintains an extensive database for the tyre industry.

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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 three manufacturing units in India, four in Southern Africa and one in the Netherlands, with a greenfield facility currently underway in Chennai, India. 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.

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#### Corporate Headquarters

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