

Chairman's Message

Dear Member,

I hope that you and your family members are safe and following all precautions and safety guidelines in these days of crisis. We have been a witness to an extremely challenging and difficult FY21. The COVID-19 pandemic raged across the world and the ensuing challenges had to be faced by individuals, communities, organisations and countries.

In India, the fiscal began with a lockdown resulting in a never before situation for all of us. The main fallout of the lockdown (and the first quarter of the fiscal) was the plummeting demand for products and services. It was an extremely tough quarter for us as well, something that we have not faced in a long, long time. And for the first time in over two decades, we reported a quarterly loss of ₹ 135 crore (Euro 16.1 million) with both our Indian and European operations reporting losses for the quarter.

I have always maintained that we have tried to build a culture at Apollo Tyres where we see challenging times as opportunities. Like the theme of the annual report, each one of us at Apollo Tyres truly believes that 'No challenge too tough'. As difficulties forced all their might on us, we endured and overcome them, and leapt forward living our DNA of 'go the distance'.

At times, adversities bring the best in us and it was delightful to see Apolloites living the value of 'One Family' during the adversity. As your trustee of the value system in the company, I saw the spirit of empathy and the sense of togetherness as individuals and teams reached out to people inside and outside the organisation to help and support them during the pandemic.

During such difficult times, we ensured constant communication with the employees and shared the challenges of living in a year of COVID-19. This helped us to continue our relentless focus on cost reduction and enhancing manufacturing efficiencies across the organisation. It is my firm believe that we need to drive unnecessary cost out of our business, as that is the delta between a profitable and a losing organisation in this increasingly global industry. This helped us end the fiscal on a

very healthy note with robust revenue growth across market segments and geographies.

During the year of the pandemic, we left no stone unturned to ensure that we live by one of our core values – One Family. Our teams across the regions extended themselves to distribute food and other resources to people across the country. Further, the best way of beating the virus was ensuring the right information of COVID-19 across various communities and we reached out to over a million people creating awareness and safety guidelines. We also joined the ‘Jan Andolan’ for Tuberculosis (TB) free India to contribute to India’s National TB Elimination Programme to meet the ambitious goal of eradication of TB from India by 2025.

We are not out of the grim situation as the second wave has been causing massive disruption at personal and professional fronts. Yet we remain confident!

We have launched the Vision 2025 – ‘Driving Progress, Together’ – along with a new purpose and values to enable us to continue surging ahead, despite the challenges and adversities. I am confident that Team Apollo will continue to be firmly guided by its vision, purpose and values to take the company to new heights.

I would like to acknowledge every single employee, network partner and business partner for having stood by Apollo Tyres in these challenging times, and actively contributed to this success. I would like to thank each one of you, our valuable shareholders, for having been with us in this exciting journey. The support that we continue to receive from our banks, financial institutions and the various State and National Governments where we operate, enable us to excel and we remain grateful as ever.

We at Apollo Tyres remain committed and sincere in our efforts to keep delivering ever better value to you, our shareholders. I look forward to having many more exciting updates for you in the new year.

Stay safe!

Onkar Kanwar

CHAIRMAN & MANAGING DIRECTOR