

ATL/SEC/21

September 15, 2016



The Secretary, BSE Ltd. Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai – 400001.	The Secretary, National Stock Exchange of India Ltd, Exchange Plaza, Bandra-Kurla Complex, Bandra (E), Mumbai - 400 051
---	--

Sub: Intimation of Schedule of Investor Conference

Dear Sirs,

Pursuant to Regulation 30(6) and 46(2) of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find below the proposed schedule of "Investor Conference" in which the Company will participate:

Day/Date	Conference organized by	Venue
Friday, September 16, 2016	J.P. Morgan India Investor Summit	Taj Palace Hotel, New Delhi

Please find attached herewith the presentation to be shared at the above Investor Conference.


The aforesaid information is also disclosed on the website of the Company i.e www.apolloyres.com.

Please note that the above shall be subject to changes in case of exigencies, if any, on the part of Investors/Company.

This is for your information and records.

Thanking You

Yours Sincerely
For APOLLO TYRES LTD


(SEEMA THAPAR)
Company Secretary



apollo

INVESTOR PRESENTATION



September- 2016

These materials have been prepared by Apollo Tyres Limited together with its subsidiaries (the “Company”), are for informational purposes only and do not constitute or form part of an offer, solicitation or invitation of any offer to purchase or subscribe for any securities of the Company in any jurisdiction, nor should these materials or any part thereof form the basis of, or be relied upon in any connection with, any contract, commitment or investment decision whatsoever.

These materials have not been independently verified. No representation or warranty, expressed or implied, is made and no reliance should be placed on the accuracy, fairness or completeness of the information presented or contained in these materials. None of the Company or any of its affiliates, advisers or representatives accepts any liability whatsoever for any loss howsoever arising from any information presented or contained in these materials. The information presented or contained in these materials is subject to change without notice and its accuracy is not guaranteed.

These materials contain statements that constitute forward-looking statements. These statements include descriptions regarding the intent, belief or current expectations of the Company or its officers with respect to the consolidated results of operations and financial condition of the Company. These statements can be recognized by the use of words such as “expects,” “plan,” “will,” “estimates,” “projects,” “intends,” or words of similar meaning. Such forward-looking statements are not guarantees of future performance and involve risks and uncertainties, and actual results may differ from those in the forward-looking statements as a result of various factors and assumptions. The Company has no obligation and does not undertake to revise forward-looking statements to reflect future events or circumstances.

These materials are highly confidential, are being given solely for your information and use and may not be copied, reproduced or redistributed to any other person in any manner. The distribution of these materials in certain jurisdictions may be restricted by law and persons into whose possession these materials comes should inform themselves about and observe any such restrictions.

You acknowledge that you will be solely responsible for your own assessment of the market and the market position of the Company and that you will conduct your own analysis and be solely responsible for forming your own view of the potential future performance of the business of the Company. None of the Company’s securities may be offered or sold in the United States without registration under the U.S. Securities Act of 1933, as amended, or pursuant to an exemption from registration therefrom.

Strong Revenue Growth

	Q1 FY 2016	Q1 FY 2017	YOY Growth (Value Basis)
Net Sales (Rs Bn)	28.3	32.8	16.0%
EBITDA [^]	17.9%	16.4%	6.5%
EBIT ^{^^}	14.6%	13.2%	4.5%
PAT	10.0%	9.6%	10.9%

- **Sales growth** driven by strong operations across India & Europe and also addition of reifencom revenues
- **Profitability was lower** on account of higher raw material prices and impact of price reductions

1 INTRODUCTION TO APOLLO TYRES



2 MACRO OVERVIEW



3 APOLLO'S POSITIONING



4 FINANCIAL OVERVIEW





apollo



INTRODUCTION



Leading Global Tyre Company

- Presence across India, Europe & other growing economies of Asia
- US\$1.8bn¹ net sales in FY16²
- EBITDA³ CAGR of ~ 14%
- Healthy ROCE of 22%

Leading Tyre Manufacturer in India, Balanced Product Portfolio

- One of the largest radial tyre capacity in India (FY 2016)
- UHP & Winter tyres capabilities
- One of the largest player with 25% market share in truck tyre segment (which is 2/3rd of Indian tyre Industry)

Manufacturing Across 2 Continents

- Manufacturing presence in Asia & Europe
- Combined capacity of ~1,645 MT/Day⁵



Mix of Global & Regional Brands

Extensive Distribution Network

- ~4,900 retail dealers in India
- ~3,550 dealer outlets in Europe

Large Talent Pool

- ~15,500 employees^{6,7} worldwide

Notes:

(1) 1US\$ = 65.54 INR, based on average exchange rate for FY16 as per www.o&a.com

(2) Consolidated financials; FY refers to financial year ended 31 March

(3) EBITDA without other income & exceptional items

(4) As per ATMA data for FY 2016

(5) Average for FY 2016 for India & Europe plants

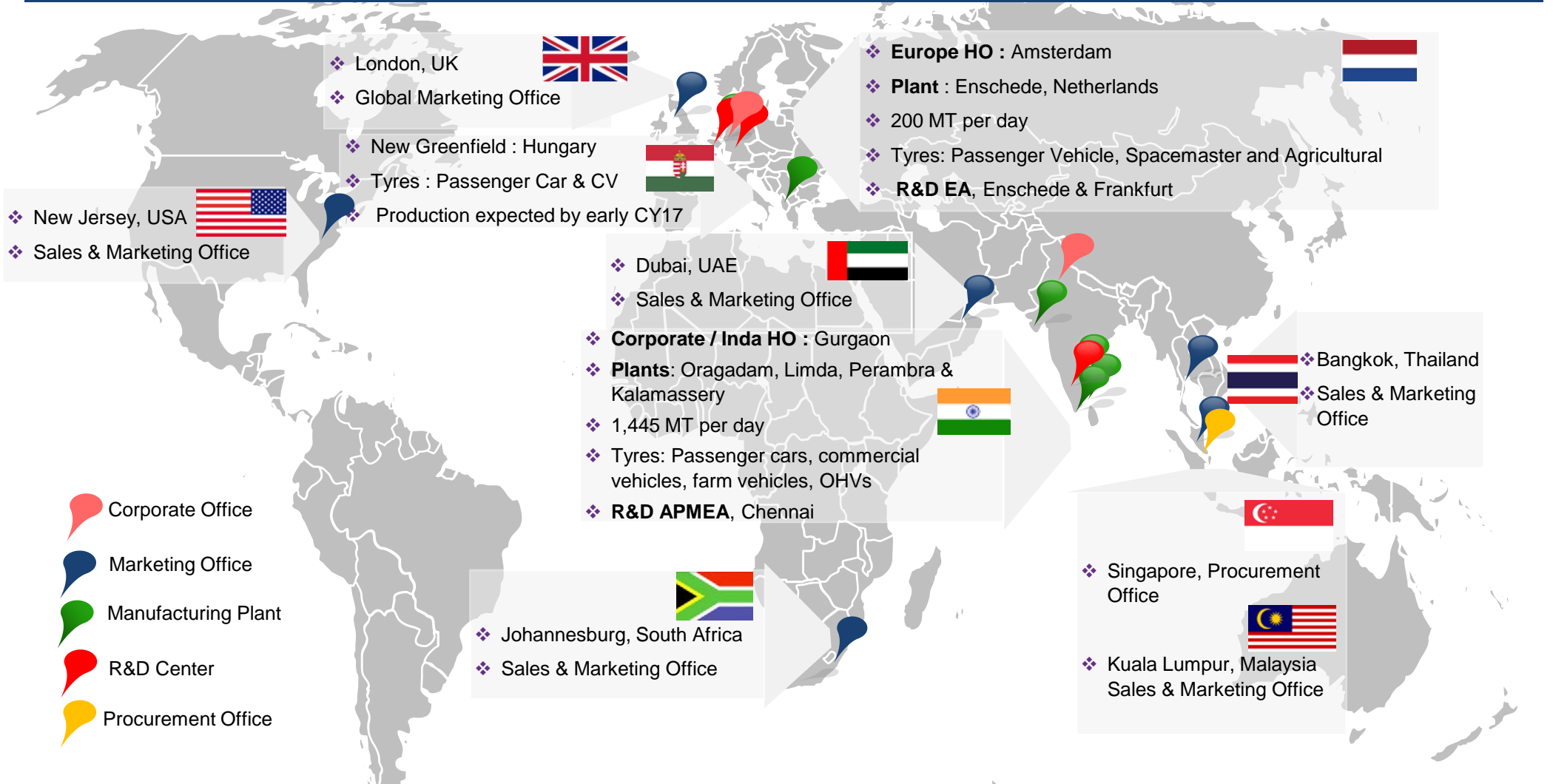
(6) As of 31st March 2016

(7) Including contractual workers

DEFINED ROADMAP IN HOME MARKETS AND INCREASING PRESENCE IN CHOSEN FOCUS MARKETS



Sales To More Than 100 Countries World Wide



Global presence in line with our vision of being a significant global player



Onkar S Kanwar
Chairman & Managing
Director



Neeraj Kanwar
Vice Chairman & Managing
Director



Sunam Sarkar
President & Chief
Business
Officer



Satish Sharma
President, APMEA



Mathias Heimann
President, EA



Robert Steinmetz
Advisor



Francesco Gori
Advisor for Strategy



K Prabhakar
Chief Projects



P K Mohamed
Chief Advisor, R&D



Peter Snel
Chief, R&D EA



Marco Paracciani
Chief Marketing Officer



Markus Korsten
Chief Manufacturing
Officer



Pedro Matos
Chief Quality Officer and
acting Chief Technical
Officer¹



Gaurav Kumar
Chief Financial Officer



Martha Desmond
Chief Human Resources
Officer

Highly experienced team with average tenure of over 10 years in Apollo Tyres

1. Chief Technical Officer under Appointment

Leading Manufacturer



One of India's leading tyre manufacturers growing into a global tyre group

Diverse Portfolio



Well positioned multi-brand strategy with diverse product offering, supported by extensive International distribution network

R&D Focus



Strong focus on R&D & testing capabilities

Global Presence

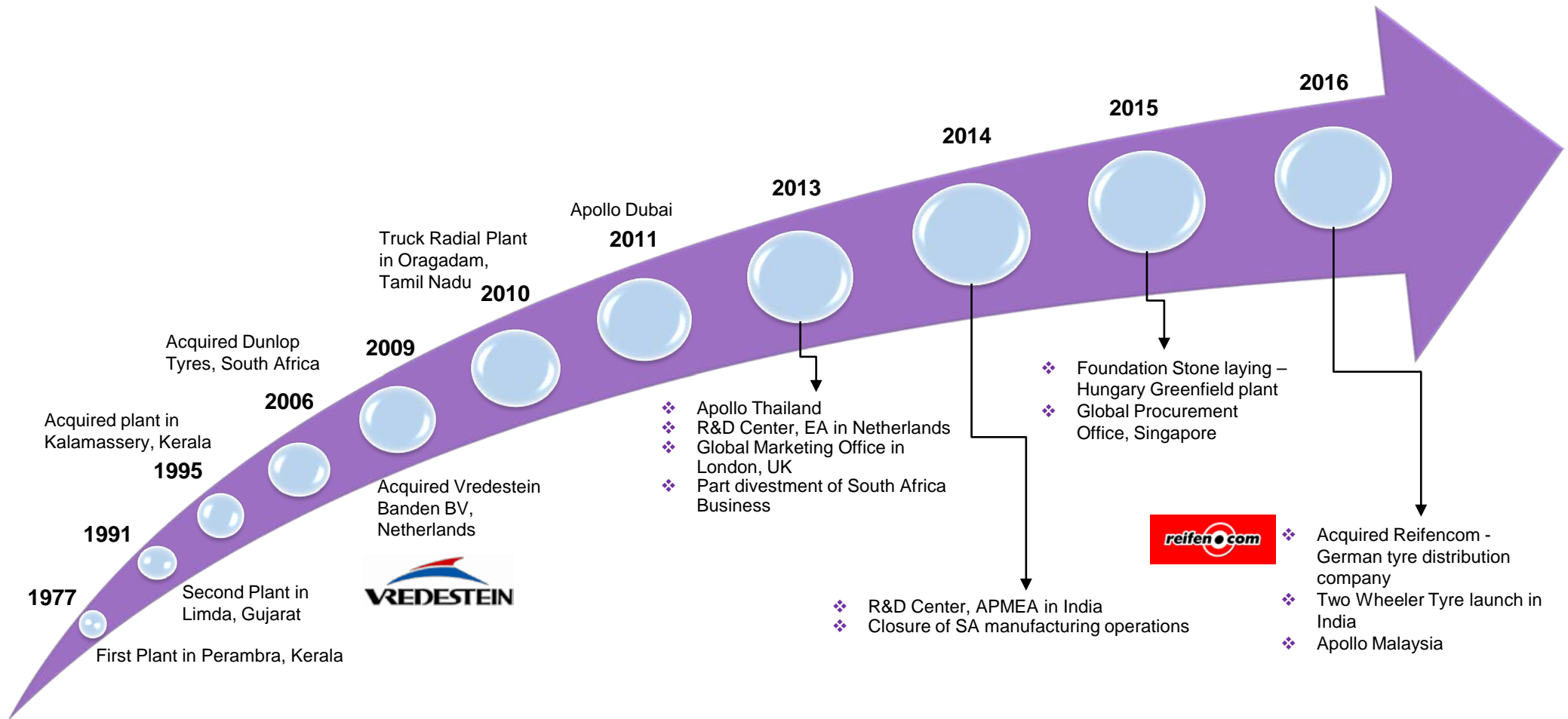


Global presence with proximity to growth & profit pool markets

Proven Success

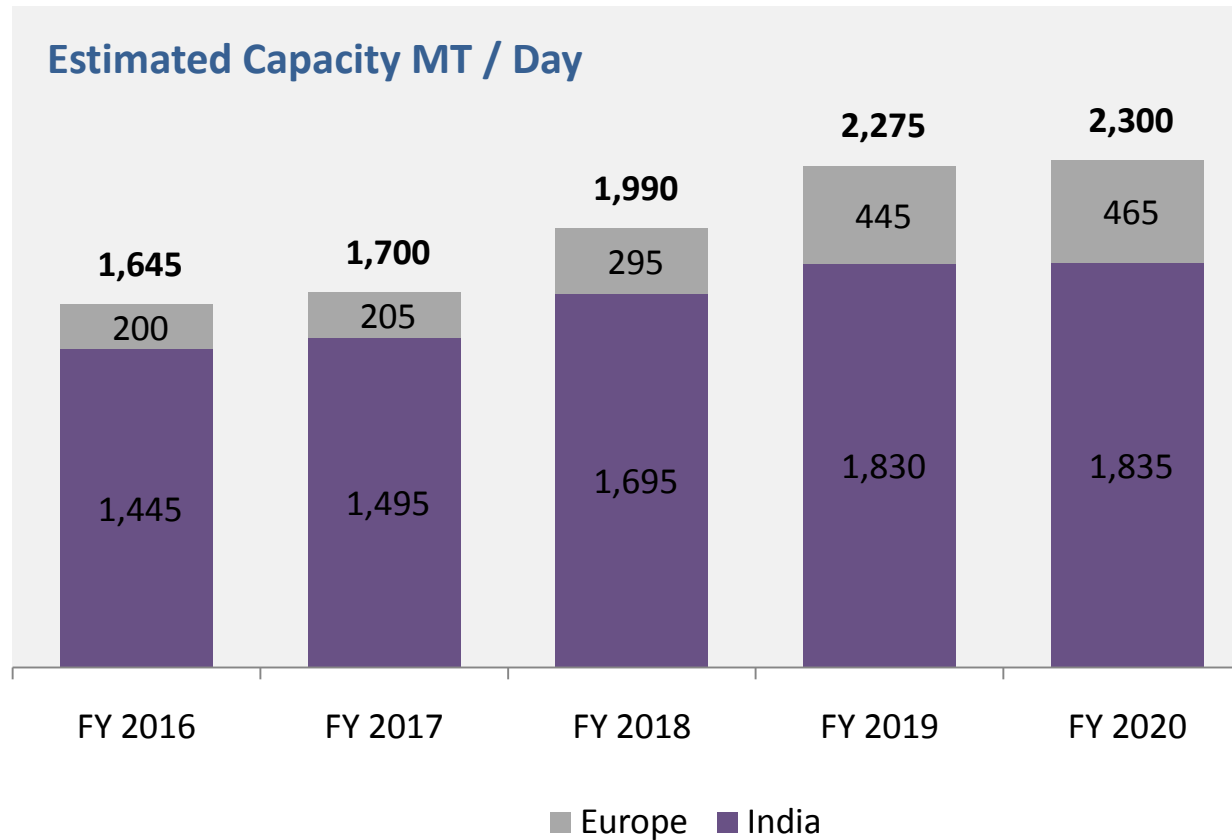


Proven success in pursuing strategic growth



Apollo's growth has been driven by a well thought strategy of organic and inorganic initiatives

Enhancing capacities through greenfield and brownfield expansions to cater to rising demand globally



- ❑ Focus on New Product Development to Grow Market Share
- ❑ Research of new transportation solutions with lowest possible impact on environment
- ❑ Partnered with various technical bodies, universities & OEM partners across the world

Commercial Vehicle (CV) R&D Centre, Chennai, India

- Developed market leading brands in truck radial & cross-ply categories for India
- Developed superior compounds for Mileage, Rolling Resistance & cut chip resistance
- Launched the new XMR with LiveBond Steer mile technology in India: We believe it offers customers lower cost of ownership & more total tyre life



Passenger Vehicle (PV) R&D Centre, Enschede, Netherlands

- Proven history of manufacturing expertise & innovation
- Developed 'Spacemaster', a collapsible spare tyre for high end cars
- Launched the variable front spoiler made with a specially developed EPDM rubber for the European market that we believe helps in improving high speed handling & fuel efficiency
- Focus on sustainable material research: Development of the production chain of natural rubber & Inulin from Russian dandelions & use of reprocessed material as a replacement for natural rubber



Track Record of Launching Innovative Products

Apollo "Vorbildlich" in winter tyre test 2015



apollo *Alnac 4G winter*

High performance winter tyre.
215/65 R 16

"Very good on snow with the best lateral cornering properties."

"Good grip on wet and dry roads."

"Favourable price."

Apollo Nr 2 in all season tyre test 2015



apollo *Alnac 4G All Season*

High performance all season tyre.
215/65 R 16

"Good performance on snow."

"Good cornering capabilities on dry roads."

"Very balanced all round performance."

"Low rolling resistance."

Key features of the Vredestein Ultrac Satin:



- ❖ Superior braking power: 3.3-meter shorter braking distance at 80 km/h and above*
- ❖ Comfortable, precise and controlled steering performance
- ❖ Low rolling resistance = lower fuel consumption and reduced CO₂ emissions
- ❖ 100% A-label for braking distance on wet surfaces, rolling resistance (C/B) and low exterior noise level (71 dB)

High ratings for Apollo Alnac 4G All Season



- ❖ Outstanding results in the test conducted by the German magazine Auto Bild Allrad taking pole position in the mass premium category
- ❖ 'Good performance on snow, excellent cornering on dry roads and a very low rolling resistance'
- ❖ The low weight of the tyre, along with its low rolling resistance, reduces fuel consumption and therefore, CO₂ emissions

Latest test results



QUATRAC 5



1. Almost as good as winter tyres on snow
2. Excellent grip on dry and wet surfaces
3. Very low noise levels
4. Better than all newcomers in all key test criteria



TEST WINNER!

SPORTRAC 5



"Very balanced summer tyre, best tyre for wet roads."



"A very balanced tyre."



"Best tyre on wet, very good on dry roads."



HIGHLY RECOMMENDED!

ULTRAC VORTI



"Very balanced summer tyre, very good on dry roads."



"Very good performance on dry and wet roads."



"Very good on dry roads."

Developing future technologies and winning products

Air Master



4G Life



Spacemaster



CUSTOMERS



RAW MATERIALS



TESTING FACILITIES



Strong relationships with market leading OEMs, raw material suppliers and testing facilities result in better terms of business

WIDE DISTRIBUTION NETWORK ACROSS INDIA AND EUROPE



India



Extensive Distribution Network in India

- ❖ ~4,900 (incl. ~1,700 exclusive retail dealers¹)
- ❖ 150 sales offices including regional and area offices
- ❖ 17 Regional distribution centers servicing 150 stocking points
- ❖ Wide specialist network¹: Apollo Super Zone, Apollo Zone, Apollo CV Zone, Apollo Point

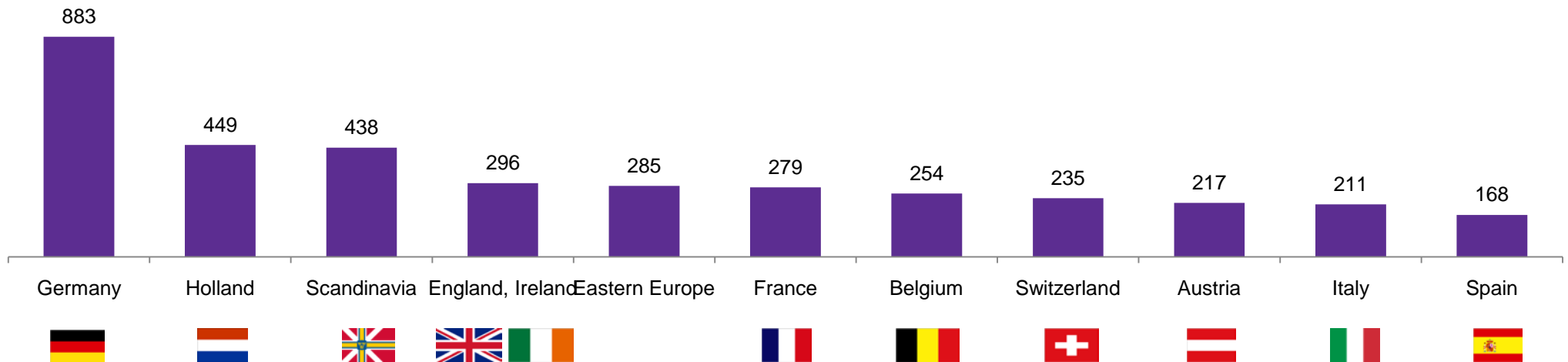
Europe



Distribution network across Europe

- ❖ ~3,550 third party dealers in Europe
- ❖ 13 European National Sales Offices with sales personnel and warehouses
- ❖ Further enhanced presence through acquisition of Reifencom which operates across 6 countries in Europe and has 37 stores in Germany

Apollo Vredestein Distribution Network: Ability To Deliver Within 90% Of Europe Within 24 Hours



Longstanding relationship with the dealers is a key growth driver for Apollo

1. Not company owned



Feb 2013
Ernst & Young 'Entrepreneur of the Year Award – Manufacturing'
For the year 2012



2014
Rubber Asia
'Rubber Man of the Year 2014'



2014
Manufacturing Today
'Next Generation Leader'



2015
Asian CSR Awards for
Health Enhancement Category



2015
ICSI National Award
Excellence in Corporate Governance



2013
SAP ACE Award for Innovation



Feb 2013
'Tire Manufacturer of the Year' by Tire Technology International for 2012



2013
Cannes: Silver Lion for 'Adopt a Pothole'



Jul 2014
Best Company to Work For' by Great Place to Work Institute in the Indian and Asian Auto Component Industry



2014
'Investor of the Year' Largest Greenfield investment of the Year by Hungarian Investment Promotion Agency (HIPA) and the Ministry of Foreign Affairs and Trade



2014
Asia Responsible Entrepreneurship Award for HIV-AIDS initiative at the Global Sustainability Leadership Awards



Dec 2014
Cannes: Golden Dolphin for Marketing Communication for 2013

AutoVision Award

Silver OttoCar Trophy

Frankfurt September 2015

National Productivity Competition 2015

Indian Institute of Industrial Engineering (IIIE)

Gujarat December 2015

Indian Green Building Congress Awards 2015

Leadership in Energy and Environmental Design (LEED) India New Construction (NC)

Gujarat December 2015

Global Green Future Leadership Awards 2016

Best Waste Management World CSR Congress

Mumbai February 2016

Design and Development Award 2016

Maruti Suzuki

Bangkok April 2016

Best New Supplier Award 2016

Toyota

Bengaluru April 2016



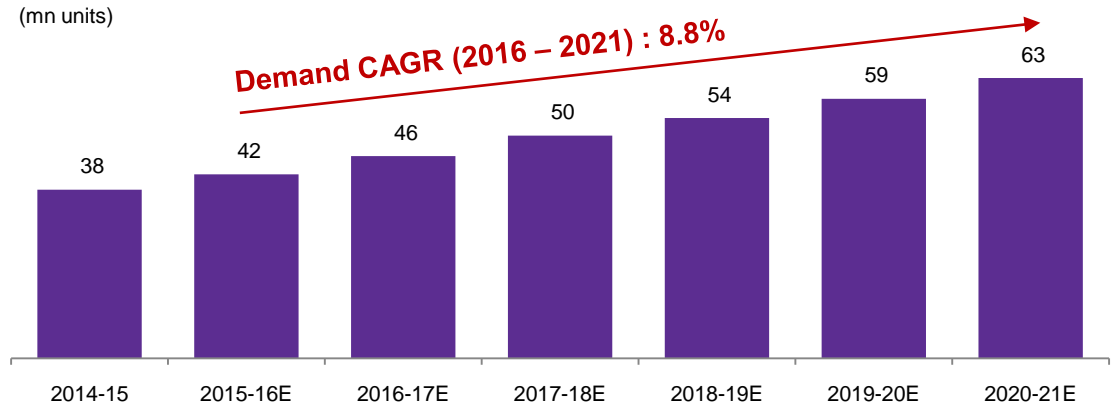
apollo

MACRO OVERVIEW

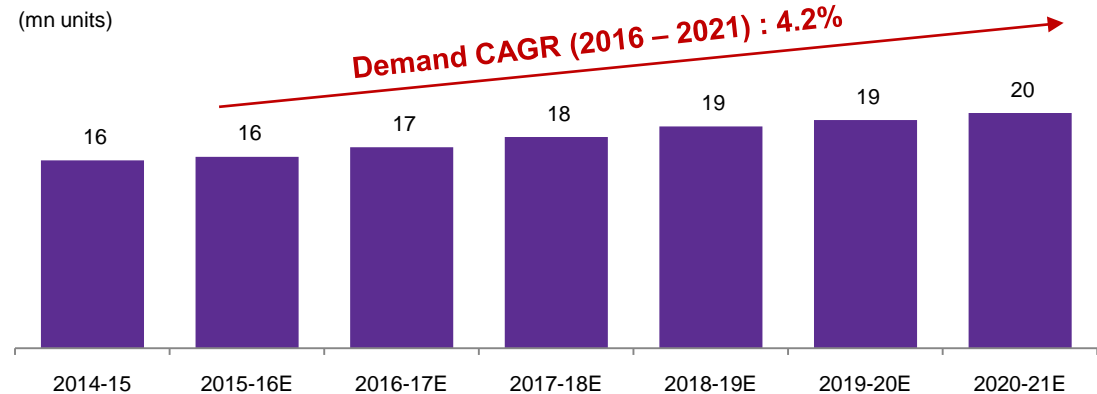


- ❖ Increase in demand in consumer segment on account of
 - 2x increase in vehicle penetration
 - Extensive urbanization (110 smart cities)
 - Increase in household income
- ❖ Premium car population to grow significantly faster (2x) than the non premium
- ❖ Increase in CV demand due to
 - Government's focus on infrastructure development (allocation of INR ~1,100 bn to road and irrigation sectors)
 - Better utilization of fleets on account of increase in freight movement
 - Shift towards larger trucks with more number.of tyres per vehicle
- ❖ Stricter vehicle scrappage policy, 'Make in India' drive will further boost the demand
- ❖ Government's initiative to double farmers' income will improve farm mechanization and will have a rub-off effect on other categories

Car segment: Equally spread between OEM and Replacement



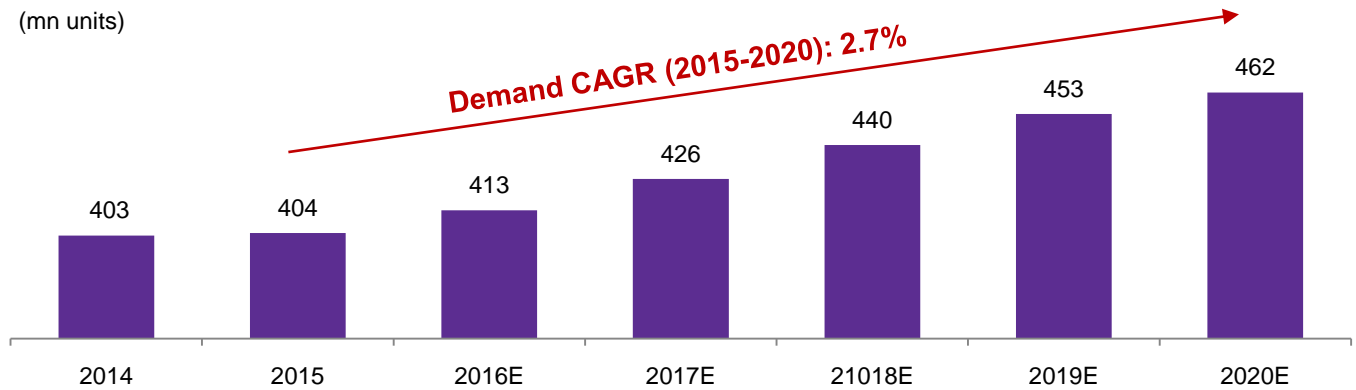
Truck segment: Demand dominated by Replacement market



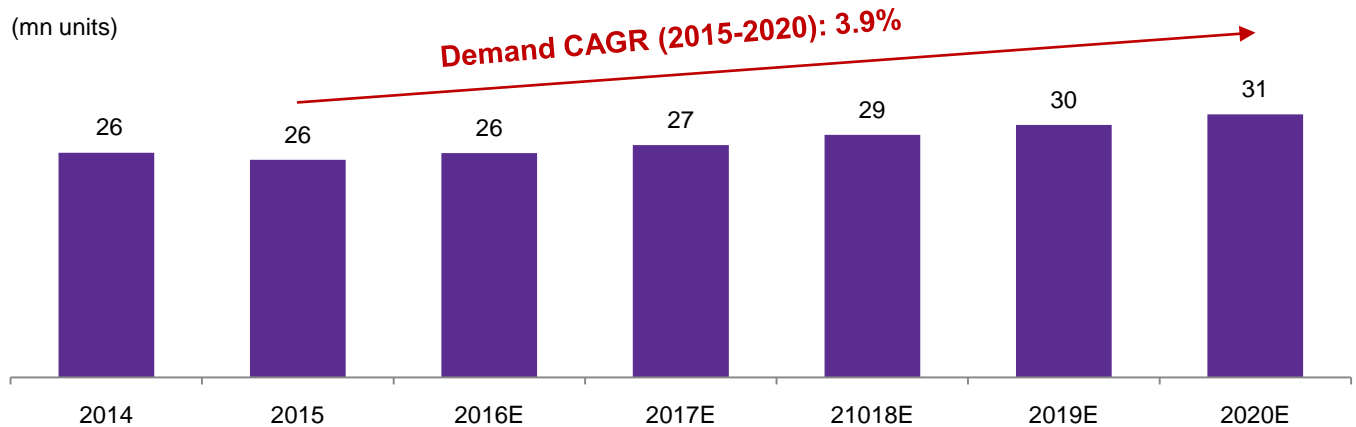
India is a structurally attractive, growing and increasingly profitable tyre market

- ❖ Focused on high performance tyres
 - Quality conscious customers
 - Demand for premium tyres resulting in higher margins
- ❖ Market on track for recovery
 - Revival in major markets like Germany
 - Pick up in both Truck and PCLT tyres
- ❖ Changing market dynamics /concentration
 - High production cost resulted in shift from Western to Central/Eastern Europe
 - Alternative distribution mechanisms
 - Online tyre sales at ~Eur 2 bn in 2013 is expected to quadruple by 2020¹
- ❖ EU label values and OEM requirements are driving product - standard convergence

PCLT Demand: Key growth driver in the European region



Truck Demand: Growth fuelled by a growing OEM market



Sizeable and still growing market

Source: LMC report published in November 2015
 1. Frost & Sullivan, Future of E Retailing 2013



apollo



POSITIONING



Well Positioned Multi-brand Strategy Across Different Segments

Pricing Segment	Brand	Brand Positioning	Passenger Car Tyres		Commercial Vehicle Tyres	Off Highway Tyres	Two Wheeler Tyres	Bicycle Tyres
			UHP & Winter Tyres	All Season & Summer Tyres				
Top		Global Niche Premium	✓	✓		✓	✓	✓
Medium		Global	✓	✓	✓	✓	✓	

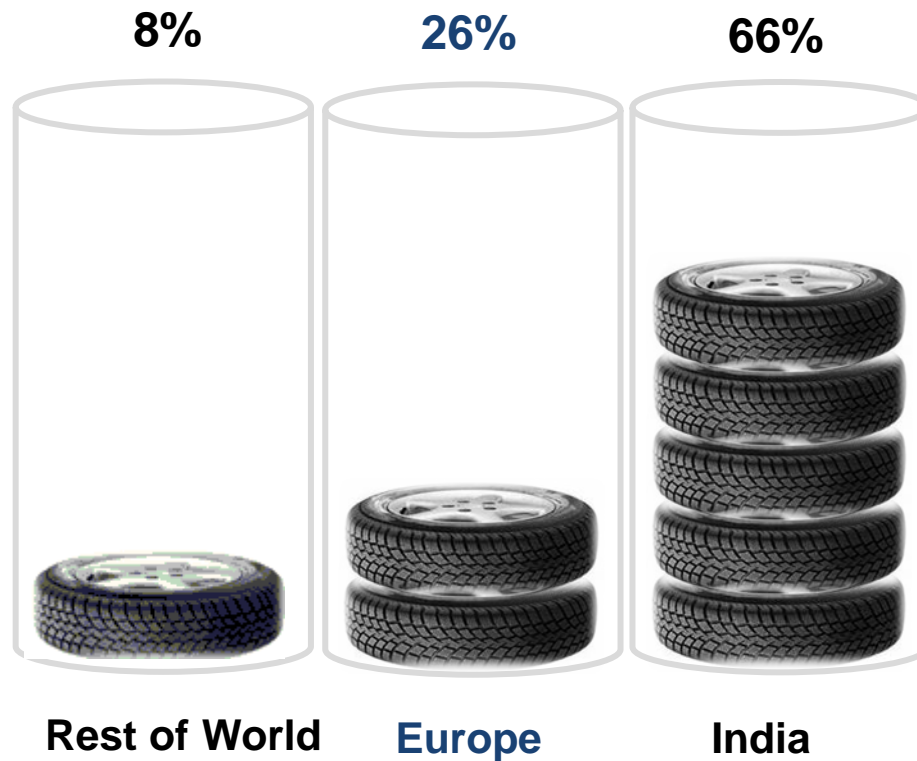


- ❖ Formed a branding tie-up with Manchester United Football Club in 2013
- ❖ Starting with a few European countries, the tie-up is now extended to 129 countries

One Corporate brand
Good mix of regional consumer Champion brands

Diversified business across India, Europe & Rest of World, More than 3/4th in Replacement market

Region Wise

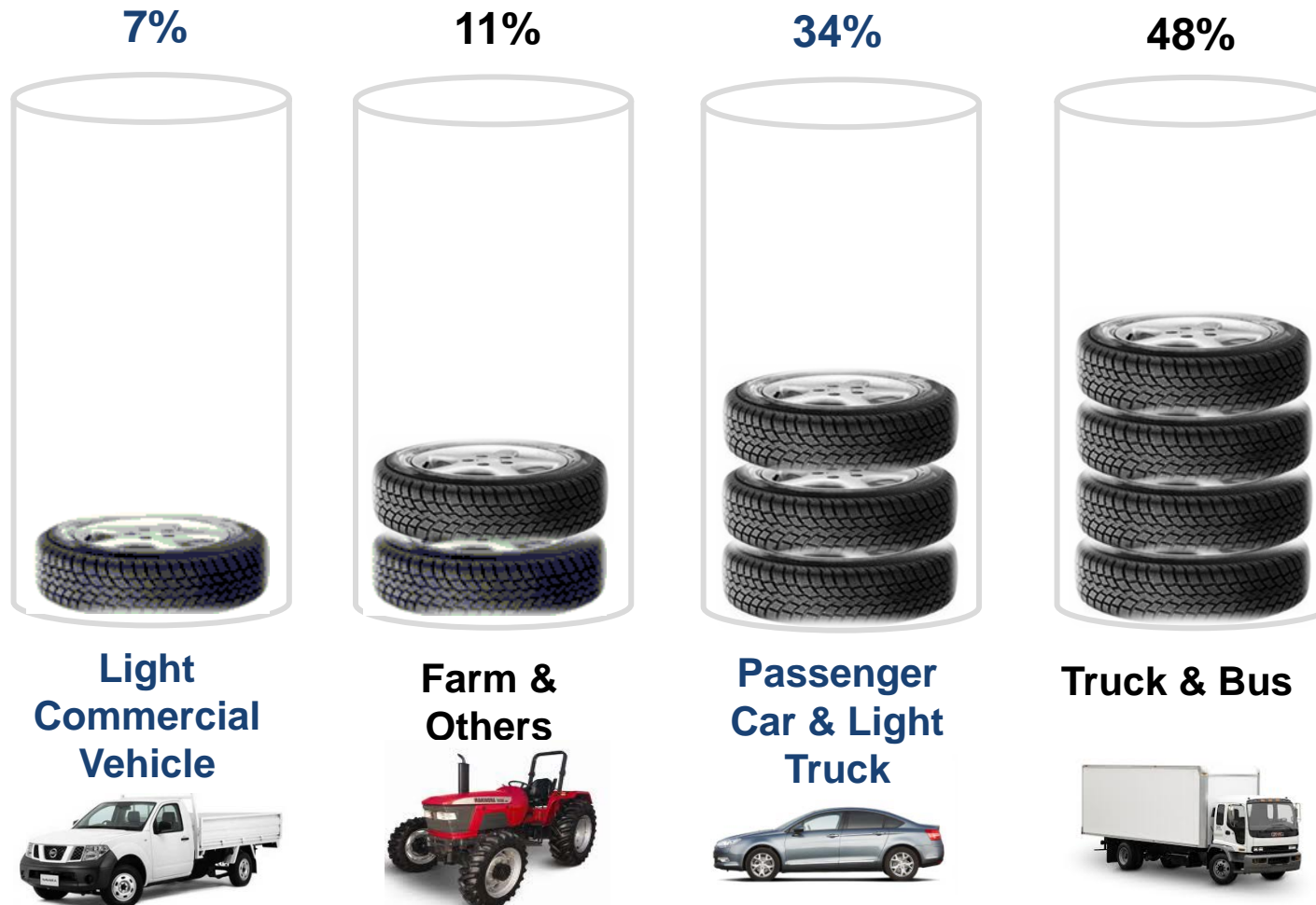


Market Wise



More than 80% of the revenues are contributed by PCLT & Truck & Bus Tyres

Product Category Wise Revenue Segmentation



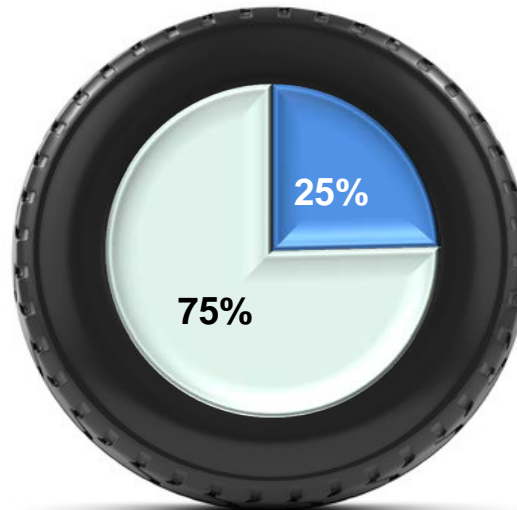
Leading player in India with significant market share across product categories

MARKET SHARES

TBR[^]



TBB[^]



PCR[^]



■ Apollo

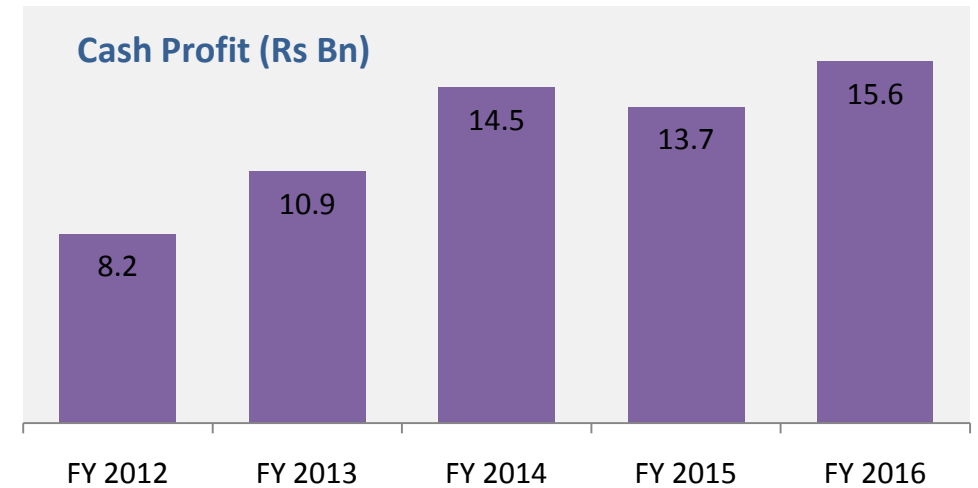
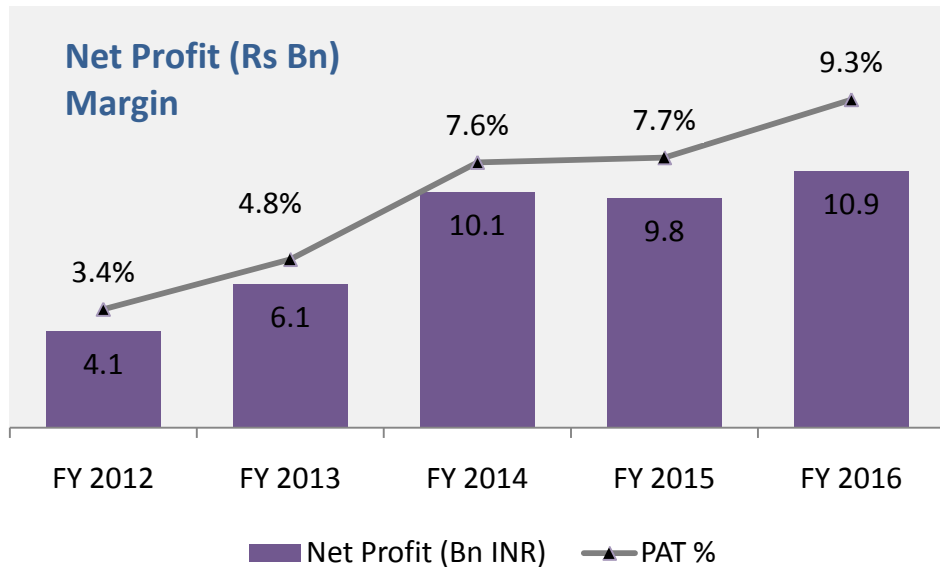
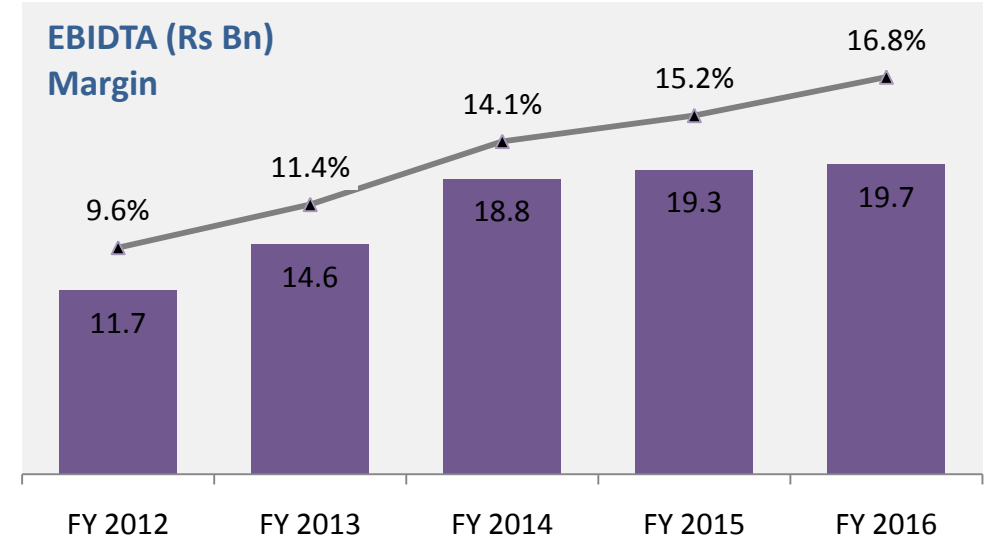
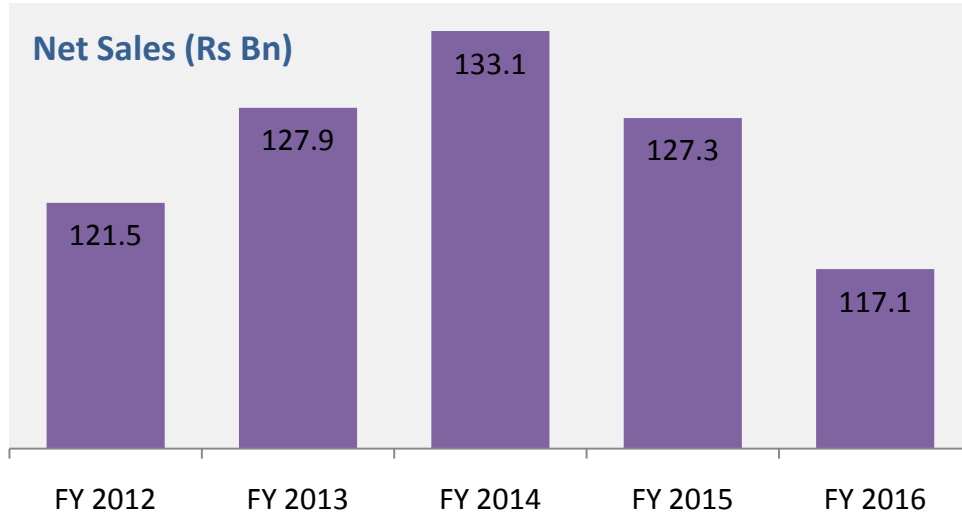
One of the key players in the Truck & Passenger Car Tyres category



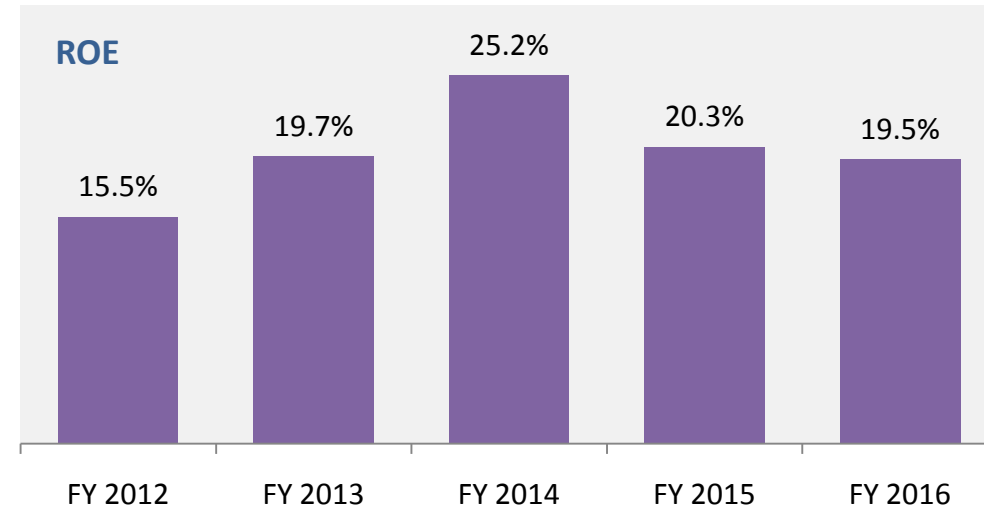
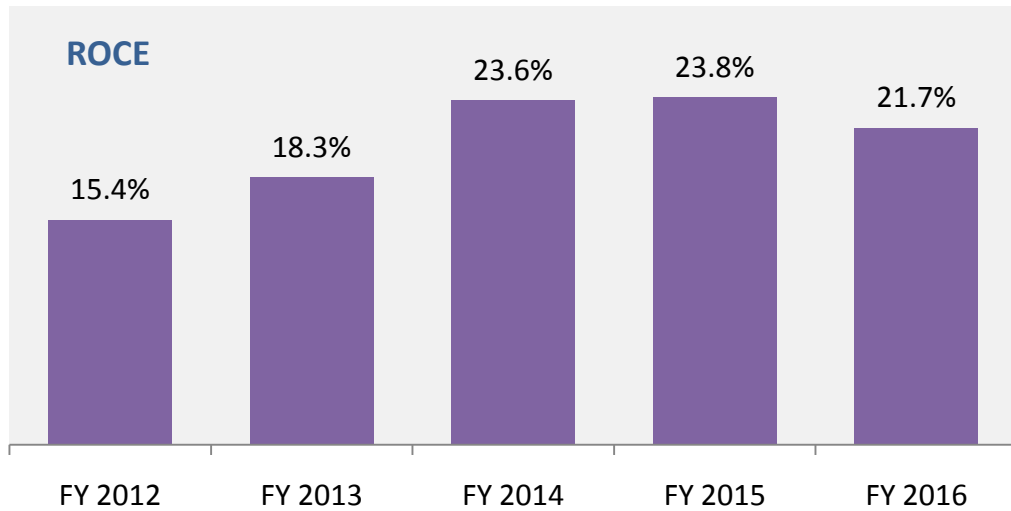
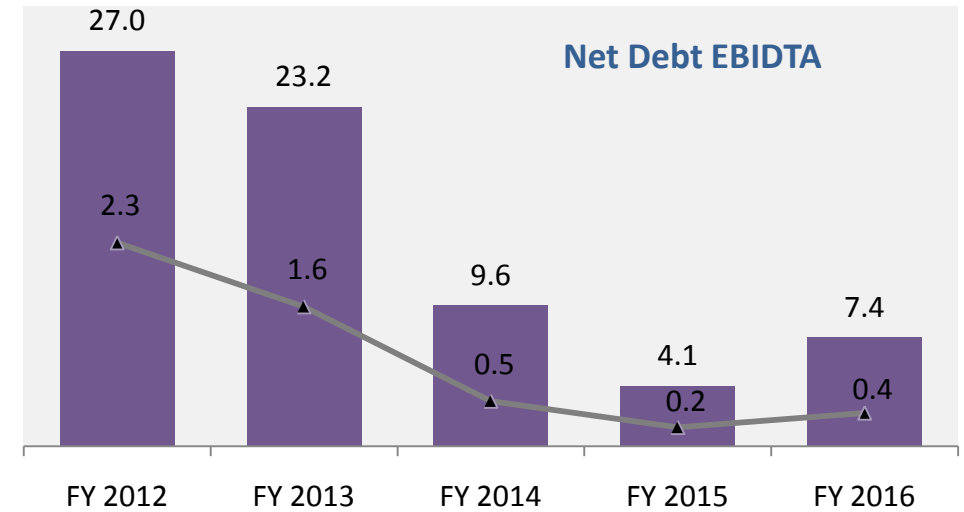
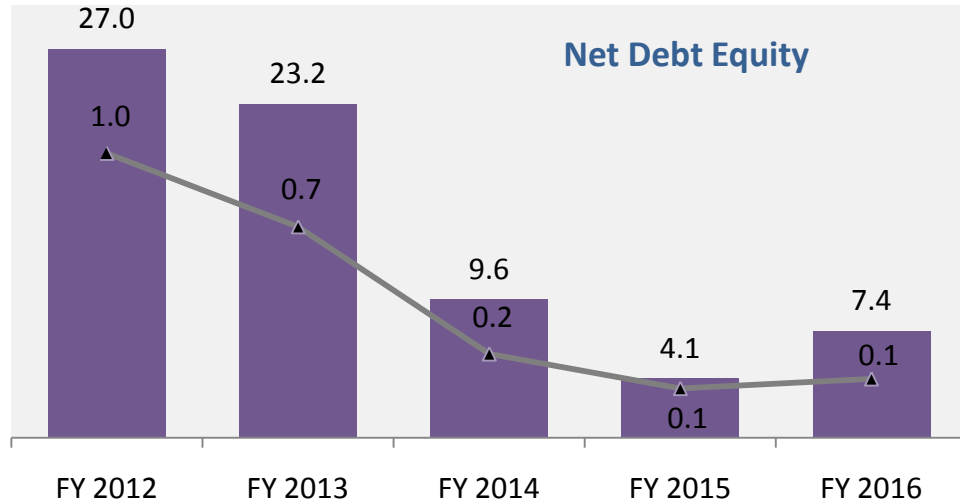
apollo

FINANCIAL OVERVIEW





Notes:
 ^EBITDA shown above is without other income & exceptional items
 Cash profit = Net Profit + Depreciation+ Deferred Tax



Notes:
 ^EBITDA considered above is without other income & exceptional items

Valuation Ratios	Value
Price to Earnings [^]	7.8
EV [^] / EBITDA [*]	5.0
EPS ^{^^}	22.1

Shareholding Pattern as on 19.08.2016

Classification	% of Shares
Promoters	44.1%
Domestic Institutions	8.7%
Foreign Institutional Investors	31.4%
Rest	15.8%



Notes:
[^] Based on average share price from 1st Aug – 30th Aug -2016
^{*} EBITDA is without other income & exceptional items for LTM Q1FY2017
^{^^} For LTM Q1 FY 2017

Thanks



<http://www.apollotyres.com>



7, Institutional Area, Sector 32, Gurgaon 122001



investors@apollotyres.com



Board Line: +91-124-2721-000

