



In his capacity as the Chief Commercial Officer, Benoit is responsible for key functions like Sales, Marketing and Sales Excellence across geographies.

He joined Apollo Tyres in 2014, with a rich and diverse experience of over 25 years, in Asia, Europe and Middle East in the Tyre Industry. In his previous role as the Group Head, Global Product Management (CV & OHT), he has been the driver of Apollo Tyres' successful introduction of commercial vehicle tyres in Europe.

Benoit comes with an in-depth knowledge in the tyre-industry in the commercial vehicle segment. He is credited with accelerating the sales in a sustainable manner in his previous organisation. His core strength lies in the emerging markets and his ability to start out from scratch to build a customer base.

Prior to his assignment at Apollo Tyres, he has spent most of his work life with Michelin and has held various roles in the organisation. His last assignment with Michelin was as Vice President, Asia, Earthmover and Industrial Tyres based out of Shanghai. He has also held Commercial Director portfolio for China and Hong Kong truck and bus tyres.

A Mechanical Engineer, Benoit has also done BA in Business from Montpellier University, France. A fan of track and field events, he has also served as a coach to various running teams for several years in the past.

Benoit is also a member of the Company's Executive Committee.

#### **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 manufacturing units in India, the Netherlands and Hungary. India and Europe are the company's two domestic markets from where products are exported to over 100 countries. In each of the domestic markets the company operates through a vast network of branded, exclusive and multi-product outlets. The company manufactures and sells Apollo and Vredestein brand of tyres.

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