



As Chief Quality and Safety Officer, Yoichi (Joe) Sato handles the Global Quality, Health, Safety and Environment function at Apollo Tyres. He plays a pivotal role in benchmarking, developing and implementing best management systems and processes in the organisation to achieve superior business results.

Sato San was previously associated with Bridgestone as its Vice President and Officer (Quality). Prior to that also, he was associated with Bridgestone as its General Manager in the PCR and OHT Unit, and as the Director of Quality in Bridgestone Americas in the early 2000. He started his management career as a Quality Manager at one of the Passenger Car and Motorcycle tyre manufacturing facility.

Having joined Apollo Tyres recently, Sato San has 35 years of rich experience, predominantly in the Tyre and Automobile Industry, most of which has been in the Quality function. Having worked in different geographies in the past, he enjoys working with multicultural teams.

Sato San has done his Bachelor of Materials Engineering from Shibaura Institute of Technology, Tokyo.

In his spare time, he likes playing Guitar and listening Pops. In addition to enjoying his Golf, Sato San goes for running during weekends, and participates in half marathons every year.

#### **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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