

February 8, 2013

Apollo Tyres conferred with Tire Manufacturer of the Year award

Awarded during the Tire Technology Expo in Cologne, Germany

On February 6, 2013 Apollo Tyres was honoured with the *Tire Manufacturer of the Year* award, at the Tire Technology International Awards for Innovation and Excellence 2013. The ceremony took place in Cologne, Germany, at the Tire Technology Expo. The jury comprised an expert panel of tyre industry professionals and thought leaders.

Said **Onkar S Kanwar, Chairman, Apollo Tyres Ltd**, “Manufacturing excellence, innovation and sustainable business practices have long been our cornerstones for progress; and we have made considerable progress around each. Six Sigma initiatives, emphasis on automation and state-of-the-art machinery manned by skilled resources, product innovations and service solutions are now an integral part of our value proposition to customers. A global recognition like Tire Manufacturer of the Year, strengthens our resolve to make even more aesthetically superior and technologically advanced tyres for our consumers worldwide.”

Starting 2011, Apollo Tyres commenced its second strategic 5-year growth journey with the goal of securing a place in the world’s Top 10 tyre makers. The company is considering both organic and inorganic routes to expansion beyond its 3 domestic markets in Asia, Europe and Africa.

Commented **Graham Heeps, Editor, Tire Technology International**, “This is a deserved first win for Apollo Tyres. The company’s rapid growth over the past decade has been impressive, but for me it’s Apollo’s commitment to meeting the specific challenges of local markets – exemplified by the newly opened R&D center in Europe – that really stands out.”

In a bid to reach out to its customers across the globe and offer them products which are suitable for their specific needs, Apollo Tyres has also decentralised its R&D structure with centres in India and the Netherlands; the former focusing on commercial vehicle tyres, while the latter geared exclusively to develop passenger vehicle products. The company is also looking at establishing its operations in South East Asia and Australia, after the Middle East last year.

About the Tire Technology International Awards for Excellence and Innovation:

The *Tire Technology International Awards* for Innovation and Excellence reward the smart thinking and hard work of the tire design and manufacturing industry. The shortlist is compiled from nominations received from the readers of *Tire Technology International*, and with the input of the magazine's editorial team. It is then sent to the independent panel of international tire industry experts for them to cast their votes and determine the winners, with the presentations being made at Tire Technology Expo in Cologne each February. For more details, go to www.tiretechnology-expo.com.

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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 four manufacturing units in India, four in Southern Africa and one in the Netherlands. 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 100 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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