

July 24, 2014

Dr Seshu Bhagavathula appointed as Chief Technology Officer at Apollo Tyres

To be based out of company's Global R&D Centre in the Netherlands

Dr Seshu Bhagavathula has been appointed as the Chief Technology Officer (CTO) at Apollo Tyres Ltd. Dr Seshu will spearhead the global initiatives for the company on tyre technology, research and new product development, for both passenger vehicle and commercial vehicle tyres. He will be assisted by the research, technology and design teams across all geographies.

Said **Neeraj Kanwar, Vice Chairman & Managing Director, Apollo Tyres Ltd**, "As we focus on the two key pillars of Marketing and Technology for the next phase of our growth, Dr Seshu, with his vast experience, will bring in the much needed synergy across locations. He would also help us in providing intelligent automotive solutions to our customers. His appointment further strengthens Apollo's Leadership Team and gives the company's growth agenda an added impetus."

Dr Seshu's last assignment was with Great Wall Motor Company in China, where he served as the Vice President, Research & Development. Prior to this, he had spent a significant part of his career with Daimler AG at multiple locations, where he was responsible for product development and integration of engineering processes. Having worked in the automotive industry, both in commercial and passenger vehicle segments, his core areas of professional expertise has been in research and development, innovation and strategic analysis.

Dr Seshu will be based out of the company's Global R&D Centre in Enschede, the Netherlands. Speaking about his appointment, **Dr Seshu Bhagavathula, Chief Technology Officer, Apollo Tyres Ltd** said, "I am excited by this opportunity and impressed by the possibilities the future holds with Apollo Tyres. I am positive that we will be able to bring out competitive products to address the requirements of our global customers."

Apollo Tyres has also inducted Dr Seshu in its Management Board.

(ends)

For further details contact:

ROHIT SHARAN, +91 124 2721000, rohit.sharan@apolloytyres.com

About Apollo Tyres Ltd

Apollo Tyres Ltd is a leading Indian tyre manufacturer. 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, three in Southern Africa and one in the Netherlands. Apollo's subsidiary companies are Apollo Durban Pty Ltd in South Africa 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

Apollo Tyres Ltd., 7 Institutional Area, Sector 32, Gurgaon 12001, India, T: +91 124 2721000, www.apolloytyres.com

