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Apollo Tyres appoints Mindshare as its global media agency

To be serviced out of company's Global Marketing Office in London

Apollo Tyres, a leading tyre manufacturer, today announced the appointment of Mindshare as its global media agency. Following a multi-agency pitch presentation at Apollo Tyres' Global Marketing Office in London, Mindshare won the multi-million dollar Apollo Tyres account, which covers both on and offline media, due to its global reach, along with its financial and organisational fit with Apollo Tyres. Gera Sulinska, based out of Mindshare Worldwide's London office, would be the Global Client Lead for Apollo Tyres.

Commenting on the appointment of Mindshare, **Marco Paracciani, Chief Marketing Officer, Apollo Tyres Ltd** said, "While we have been expanding across geographies, the need was felt to have a global agency on board, which will fit in strategically at a global level, and operate on both, regional as well as global levels. We chose Mindshare due to their strategic approach and for their comfort with sports associations, which was necessary considering our tie-up with Manchester United Football Club for the Indian and UK markets."

Gera Sulinska, Apollo Tyres' Global Client Lead at Mindshare Worldwide, said "We're delighted to be working with Apollo Tyres to help promote the company around the world. We look forward to forging a great partnership and to help grow their business through innovative and adaptive marketing strategies."

Zenith Optimedia is the outgoing agency, which was servicing Apollo Tyres in India.

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About Apollo Tyres Ltd

Apollo Tyres Ltd is a high-performance company and the 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, 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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