

March 19, 2012

Apollo Super Zone opens in Mumbai

Providing a world class tyre buying and service experience

Chairman of Apollo Tyres Ltd, Onkar S Kanwar, Chairman, inaugurated the company's mega-format, branded lifestyle store called Apollo Super Zone in Mumbai. This 2nd Super Zone in Dahisar, Mumbai, is 1000 sq ft store conveniently located near a large residential area. The store has been opened by one of Apollo's premium and longstanding business partner Shakti Sai Tyre Pvt Ltd. Apollo Super Zones are premium branded retail outlets by Apollo Tyres, manned by skilled and knowledgeable staff, and equipped with facilities like a play pen for children, wireless internet, pantry and cloak rooms – an experience which is often associated with lifestyle stores. Mumbai, with a market potential of over 20,000 tyres per month, is an obvious choice for the 2nd Apollo Super Zone – the only other Apollo Super Zone being in Kolkata.

Speaking on the occasion, **Onkar S Kanwar, Chairman, Apollo Tyres Ltd** said, "The retail experience in India has undergone a sea change in the past decade. There is no reason why tyres should lag behind. We began the process of modernising the buying experience 2 years back, and are gradually changing all our stores across India. On an average, the Apollo Zones experience a 50% increase in sales in a very short period of time."

Apollo Tyres Ltd has scalable branded retail formats which range from a Super Zone, the largest format, to Apollo Zones and the Apollo Points, which are scaled down versions inspired by the shop-in-shop concept. The idea is to provide passenger vehicle owners a friendly atmosphere for their tyre buying and service.

Commenting on plans going forward, **Satish Sharma, Chief, India Operations**, said: "We currently have 2 Super Zones, 25 Apollo Zones and 44 Apollo Points. In the next 2 years, we plan to take this up to 30 Apollo Zones and multiple Apollo Points. We feel we need to do this to enable customers to view tyres as a critical purchase item which ensures their safety at all times."



For further details contact:

ROHIT SHARAN, +91 98182 00359, rohit.sharan@apollotyres.com
HARSHITA VERMA, +91 97177 71576, harshita.verma@apollotyres.com

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 70 countries. In each of the domestic markets the company operates through a vast network of branded, exclusive and multiproduct outlets.

Apollo Tyres Ltd, 7 Institutional Area, Sector 32, Gurgaon 122001, India
T: +91 124 2721000 apollotyres.com

