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Apollo Tyres appoints J. Walter Thompson Company as its global creative agency

Chosen after a multi-agency pitch process

Apollo Tyres, a leading tyre major, today announced the appointment of J. Walter Thompson Company as its global creative agency, which the latter won after a multi-agency pitch. J. Walter Thompson Company has replaced Apollo Tyres' earlier agency, The Brooklyn Brothers.

Apollo and Vredestein are the key brands of Apollo Tyres portfolio, and J. Walter Thompson Company will work on growing these brands globally.

Marco Paracciani, Chief Marketing Officer, Apollo Tyres Ltd said, "We thank The Brooklyn Brothers for the work done in the last year. We are very excited to have J. Walter Thompson Company on board with us to further grow the two great brands -- Apollo and Vredestein. The team has demonstrated real passion and understanding of our brands. We look forward to working with them and develop category leading communications."

Jagdip Bakshi, J. Walter Thompson Company London Global Team Leader added, "Apollo is an amazingly successful business which continues to challenge and set new benchmarks in the tyre industry. It is an exciting time to be partnering with them and we look forward to developing great work."

The new global relationship will be run out of Apollo Tyres' Global Marketing Office in London and J. Walter Thompson Company will service from its London, Amsterdam and New Delhi offices.

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About Apollo Tyres Ltd

Apollo Tyres Ltd. is an international tyre manufacturer and the leading tyre brand in India. The company has manufacturing units in India and The Netherlands. It is also setting up a new manufacturing facility in Hungary, with a planned investment of €475 million. The company markets its products under its two global brands - Apollo and Vredestein, and its products are available in over 100 countries through a vast network of branded, exclusive and multi-product outlets.

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