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## Apollo Tyres offers two years Unconditional Warranty for passenger car tyres in Thailand Showcases Company's confidence in its products

**BANGKOK-September 23rd 2015** - Showcasing its confidence on the products, and their performance, Apollo Tyres is now offering **two years Unconditional Warranty (UCW)**, on its entire range of passenger car tyres to the customers in Thailand. The 2 year UCW offer is in addition to the Company's standard 5 years manufacturers' warranty, and covers all kinds of "bad luck" failures – like accidental tyre damage or impact breaks – giving consumers complete peace of mind when they drive out of a retail shop with a new set of Apollo tyres.

The company manufactures the tyres sold in Thailand at its state-of-the-art manufacturing facilities in Baroda and Chennai, India. In Thailand, Apollo Tyres is primarily selling its 4G range of passenger car tyres which were designed and developed at the Company's Global R&D Centre in the Netherlands.

Commenting on this UCW offer, **Shubhro Ghosh, Head, ASEAN Region, Apollo Tyres Ltd** said, "The Apollo brand of tyres was introduced to the Thai customers less than two years ago, and since then we have been working towards creating a space for ourselves in this market. We have been able to provide such a unique and compelling UCW offer only because we have utmost confidence in our product quality, durability and performance. The UCW offer is helping increase Thai consumers' confidence on the company, and its products. We are already witnessing very significant increase in sales in the passenger car tyre segment after introducing this offer."

With a sizeable distribution network in the ASEAN region, the company, apart from the Apollo and Vredestein brand of passenger vehicle tyres, also sells commercial vehicle and off-highway tyres in this region. ASEAN region contributes the maximum to company's exports out of India.

Apollo Tyres (Thailand) Limited, a wholly owned subsidiary of Apollo Tyres Ltd, established in Bangkok in 2013 to serve the ASEAN region, imports from the latter's manufacturing facilities in India and the Netherlands the full range of Passenger Car and Commercial Vehicle tyres for its fast-growing consumer base in Thailand.

Excluding the 1-ton pickup truck tyres segment, Apollo Tyres' share in the Passenger Car Radial (PCR) replacement market in Thailand is approximately 5% .

Apollo Tyres Thailand expects to witness high double digit growth as the company continues to expand its product offering and channels in market as well as engaging in brand building activities.  
(Ends)

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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 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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