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## **Apollo Tyres to provide clean drinking water to villagers around its Oragadam facility** **Would benefit 5000+ residents of three nearby villages**

India's leading tyre maker, Apollo Tyres, under its Environment initiative, inaugurated a **Purified Drinking Water Project for the Community**, in the Oragadam village, near the company's manufacturing facility in Tamil Nadu. **Satish Sharma, President, Asia Pacific, Middle East & Africa (APMEA), Apollo Tyres Ltd** inaugurated this project in the presence of Senakuppam Panchayat President, Thiru Pandian, Unit Head of Apollo Tyres Chennai facility, John Devadason and Co-founder of Waterlife, the implementing agency, Mohan Ranbaore.

A baseline study by Apollo Tyres had indicated water quality concerns, incidence of water-borne diseases, sourcing of expensive drinking water from nearby villages by the community. This led to the setting-up of a Purified Drinking Water Project, having a capacity of 1000 litres/hour with ten stage filtration and treatment process.

Speaking on this initiative, **Satish Sharma, President, Asia Pacific, Middle East & Africa, Apollo Tyres Ltd**, said "At Apollo Tyres, enhancement of water availability as a resource, features prominently in our strategy for Environmental Sustainability. This Purified Drinking Water Project for the Community is our effort towards addressing the issue of shrinkage of potable water sources in vulnerable communities. Our internal findings also suggested that while drinking water is available in this region, the quality of that drinking water is a concern. We have piloted this programme for communities around our manufacturing facility."

This project will be run and managed by the local village panchayat, while the implementing partner, Waterlife would be responsible for the maintenance of the equipments/machinery. This reverse osmosis-based purified water stations would provide clean drinking water to the local community and other neighbouring areas.

The drinking water provided through this project, would be of very high quality, and at a very nominal price that is affordable to all. One of the key elements of this project would be to provide superior service and frequent quality checks to ensure that the purity of water is consistent throughout the life of the project.

Residents of Sennakuppam, Oragadam and Vadagupattu villages would be benefitted by this Purified Drinking Water Project of Apollo Tyres.

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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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