

April 2, 2012

## **Apollo CV Zone debuts in southern India**

### **A full-service outlet for commercial vehicles inaugurated in Tamil Nadu**

Apollo Tyres opened its full-service branded commercial vehicle tyre outlet, **Apollo CV Zone** in the large transshipment hub of Sankari, Tamil Nadu in the southern part of India. Inaugurated by **Satish Sharma, Chief, India Operations, Apollo Tyres Ltd**, this 2<sup>nd</sup> CV Zone from the company is a 3000 sq ft store located on the busy Chennai-Coimbatore highway. Apart from application-based tyre recommendation and sales for both, cross ply and radial tyres, the CV Zone offers wheel alignment, wheel balancing, professional tyre repair service and nitrogen gas inflation by company-trained staff. The only other Apollo CV Zone is located in Sanjay Gandhi Transport Nagar, Delhi.

Speaking on the occasion, **Satish Sharma, Chief, India Operations, Apollo Tyres Ltd** said, “With changing market dynamics related to newer vehicle platforms, more multi-axes and increased radialisation, consumers need to be guided through their purchase decisions. After fuel, tyres are the highest expense for commercial vehicle operators. As the leader in this category, we want to ensure that our biggest customers are able to extract the maximum out of our products, bringing down their operational costs. We plan to add 20 more **Apollo CV Zone** to our network in the next 2 years.”

Opened by Apollo’s long-term business partner, Prem Tyre Shope, this CV Zone has 2 service bays and 12 trained service personnel to cater to an estimated 1500 fleet operators based out of Sankari. Out of the 4000 commercial vehicles owned by the Sankari-based fleet owners, 70% of them are radialised, which is extremely high in comparison to the overall radialisation of 20% in the country.

Sankari, with a market potential of 4000 commercial vehicle tyres every month, is one of the historic towns located 35 km south-west of Salem District on National Highway 47, and is one of the largest hubs for commercial vehicles and allied businesses.

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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 70 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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