

August 21, 2014

First Apollo Zone inaugurated in Kuwait

Aimed at increasing sales and visibility in this high growth market

Apollo Tyres, a leading tyre major, made further inroads into the Kuwait market with the opening up of its first branded retail outlet in the country. Christened as **Apollo Zone**, this outlet is designed to provide customers with an enhanced retail experience and a better feel for the brand and products on display, including passenger car, 4x4 and light truck tyres. This Apollo Zone is located in the up-market Canada Dry Street of Kuwait, and is operated by Federal General Trading & Contracting Co.

The Apollo Zone was inaugurated by **His Excellency Shri Shubashis Goldar**, Deputy Chief of Mission & Chief Public Information Officer and **Dr Sushil Kumar**, Second Secretary (Political, Economic & Commercial), Embassy of India, Kuwait. Also present on the occasion was Satish Sharma, President, Asia Pacific, Middle East & North Africa (APMENA) region, Apollo Tyres Ltd.

Commenting on the inauguration, **Satish Sharma, President, APMENA Region, Apollo Tyres Ltd** said, "We see a lot of potential in the entire Middle East region, including Kuwait, where the growth is being witnessed in the high end and mid-segment cars. We would like to create a space for ourselves in the Kuwait market, which has a size of 75000 to 85000 passenger vehicle tyres a month. Branded retail outlets, such as the one which we have opened today here in Kuwait, will help us increase visibility for the Apollo brand, and will also result in a better and informed buying experience for the consumers."

The Apollo Zones, follow a modern up-market retail format for selling tyres -- ensuring ample visual appeal, comfort and convenience to customers, and providing an opportunity to learn about the product's applications and performance before making the final purchase. They, thus, bridge the gap between tyres being a low involvement category product and the need for expert guidance, to enable customers to buy the right tyres, suited to their vehicle and driving style.

After Dubai, this is the second branded retail outlet by Apollo Tyres in the Middle East region.



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About Apollo Tyres Ltd

Apollo Tyres Ltd is a 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, three in Southern Africa and one in the Netherlands. Apollo's subsidiary companies are Apollo Tyres Africa (Pty) Ltd in South Africa 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 100 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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