

May 27, 2013

Marco Paracciani appointed as the Chief Marketing Officer at Apollo Tyres

To be based out of company's Global Marketing Office in London

Marco Paracciani has been appointed as the Chief Marketing Officer (CMO) at Apollo Tyres Ltd. Marco will spearhead the global marketing efforts of Apollo's key product brands, in terms of product strategy, marketing communication and product mix management. He will be assisted by a team of product managers responsible for individual brands across all geographies.

Said **Neeraj Kanwar, Vice Chairman & Managing Director, Apollo Tyres Ltd**, "In a rapidly growing organisation like ours, Marco will bring in the much-needed synergy across locations, and at the same time, add enormous value by building each of our product brands with their distinctive value proposition. Given his strong track record in new product development and market share growth across geographies, Marco would be a key asset for us going forward."

Marco Paracciani's last assignment was with Electrolux, where he served as the Senior Vice President, Product and Brand Marketing, Asia Pacific, and Senior Vice President, Global Product Line. Prior to this, he had spent a significant part of his career with Colgate-Palmolive in Europe, US, Latin America and Thailand. Having worked with various organisations across a multitude of geographies and cultures, Marco brings a wealth of experience and a clear performance track record to Apollo Tyres which will prove valuable as the company continues on its growth trajectory.

Marco will be based out of London and report to Neeraj Kanwar, Vice Chairman & Managing Director, Apollo Tyres Ltd. Speaking about his appointment, **Marco Paracciani, Chief Marketing Officer, Apollo Tyres Ltd** said, "I have seen Apollo Tyres taking giant strides in the past few years. With 2 overseas acquisitions in the past, the company now has a bouquet of product brands. We will look at creating a synergy between our different product brands where they need to co-exist, and at the same time, continue to be a market and customer-driven company."

The team under the new CMO will be focusing on enhancing each product brand's position across the globe, both with automobile manufacturers and in the replacement market.

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About Apollo Tyres Ltd

Apollo Tyres Ltd is a high-performance tyre manufacturer headquartered in India. 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 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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