

October 5, 2015

First Apollo Zone inaugurated in Lebanon

Aimed at increasing sales and visibility in the growing PV market

Apollo Tyres, a leading tyre major, made further inroads into the Lebanon market with the opening up of its first branded retail outlet in the country. Branded 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, truck-bus and agriculture tyres. This Apollo Zone is located in the Beqaa Governorate of Lebanon, which is the main road connecting Lebanon to Syria. The Apollo Zone has been opened in association with Saka Trading Co, one of the Lebanon's oldest and respected wholesalers and retailers of tyres, batteries and car accessories.

The Apollo Zone was inaugurated by **Sujay Srivastava, Head, Apollo Tyres Middle East** and the **Proprietors of Saka Trading Co, Wassim Abdul Khalek and Nabil Abdul Khalek** in the presence of representatives from both, Apollo Tyres and Saka Trading Co.

Commenting on the inauguration, **Satish Sharma, President, Asia Pacific, Middle East & Africa (APMEA), Apollo Tyres Ltd** said, "The growing passenger vehicle segment of Lebanon, along with the entire Middle East region, has a lot of potential for us. The decade old partnership with Saka Traders has helped Apollo Tyres create a strong customer acknowledgement for our products. We would like to have a larger mind space with the customers in the 80,000 a month tyre market in Lebanon. The Apollo Zone, that we have opened in Lebanon, 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, driving style and usage.

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

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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 a total of 5 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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