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Francesco Gori joins Apollo Tyres as Advisor for Strategy

Apollo Tyres Ltd today announced the appointment of **Francesco Gori** as Advisor for Strategy. Part of Apollo Tyres' Management Board, Gori will support the company in its goal of international growth and identification and development of new markets.

Gori has had a long and illustrious career in the tyre industry. His last appointment was as the CEO of Pirelli, a position that he held from 2006 till he left the company in 2012. This was the culmination of 33 years of service to Pirelli, which was acknowledged by the company as a 'significant contribution to the Group's results and development' on his leaving.

Speaking on Gori's appointment **Neeraj Kanwar, Vice Chairman and Managing Director, Apollo Tyres Ltd** said, "It is indeed a privilege for us at Apollo to have a person of Francesco Gori's stature join us as the Advisor for Strategy. He is widely acknowledged as the architect of the successful premium strategy of his former company and we look forward to his insight and guidance to sharpen Apollo's focus and implementation in the brand and technology areas. We also see him as an invaluable resource in developing new opportunities with his deep and wide knowledge of the industry around the world. We welcome him to the Apollo family and look forward to working closely with him."

Speaking about his appointment, **Francesco Gori** said, "As a successful organisation, Apollo Tyres is accelerating its growth by strengthening its presence in its existing markets and extracting value from its recent €475 million Greenfield investment in Europe to enhance its key global brands -- Apollo and Vredestein. I look forward to work with Neeraj and his team to guide them in their journey to become a significant player in the tyre industry."

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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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