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## Pedro Matos appointed as Chief Quality Officer at Apollo Tyres Ltd Will be based out of Enschede, The Netherlands

Pedro Matos has been appointed as the Chief Quality Officer at Apollo Tyres Ltd. He will be based out of the company's Global Quality and Business Excellence Office in Enschede, The Netherlands and will handle the entire portfolio of quality and business excellence in the organisation.

Commenting on Pedro's appointment, **Neeraj Kanwar, Vice Chairman & Managing Director, Apollo Tyres Ltd** said, "As we grow our business across geographies, the scope of Quality as a function has grown multifold. With Pedro's well-rounded experience in benchmarking, developing and implementing best management systems and processes, he is best-suited to handle this critical function at Apollo Tyres."

Pedro's last assignment was with Continental AG, Germany as Vice President, Manufacturing CST (Commercial Specialty Tires). Before this, at Continental itself, he was the Senior Vice President for Quality Management and was responsible for strategic planning of Quality and for developing tools and processes to achieve total customer satisfaction. In this role, he was also directly involved in several expansion and investment projects for the tyre major.

Pedro will report to Neeraj Kanwar, Vice Chairman & MD, Apollo Tyres Ltd. Speaking on his appointment, **Pedro Matos, Chief Quality Officer, Apollo Tyres Ltd** said, "Have seen Apollo Tyres as a company doing things differently; carrying forward the same approach, me and my team, will focus on challenging and improving the existing processes and systems in the company to deliver the best business results."

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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 7 manufacturing units in India, Southern Africa 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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