

Apollo Tyres forays into two-wheeler segment

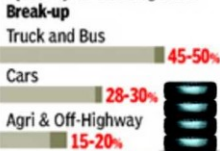
TIMES NEWS NETWORK

New Delhi: Onkar Kanwar led Apollo Tyres has forayed into the highly competitive two-wheeler segment as the company widens its portfolio to cater to the high-volume category, dominated by MRF, Ceat and TVS at present. Kanwar said the company will start by outsourcing production to a supplier in south India and look at in-house manufacturing once there is sufficient demand to warrant production and investments.

"We have done our homework on the two-wheeler market, and feel it is an appropriate time to look at the category. The two-wheeler industry has been gro-

EXPANDING PORTFOLIO

Apollo Tyres' Existing Sales Break-up



Existing Two-Wheeler Tyre Majors | MRF, Ceat, TVS

wing, and we will begin by focusing on the aftermarket (when a user changes tyre), and gradually building up on that," Kanwar said. "We are confident of doing well in the two-wheeler segment con-

dering our brand equity."

The company said not much should be written about its late entry into the category. "We entered the truck-bus radials in 2008, but are seen as the leader today. Similarly, we entered passenger cars in 1999-2000, and are among the top two players now."

Speaking about the company's overall investment plans, Apollo Tyres vice-chairman and MD Neeraj Kanwar said it will invest up to \$600 million (about Rs 4,000 crore) next fiscal to enhance production capacity at factories in Chennai and Hungary. The company plans to double the capacity of the Chennai plant to 12,000 truck and bus radials a day.