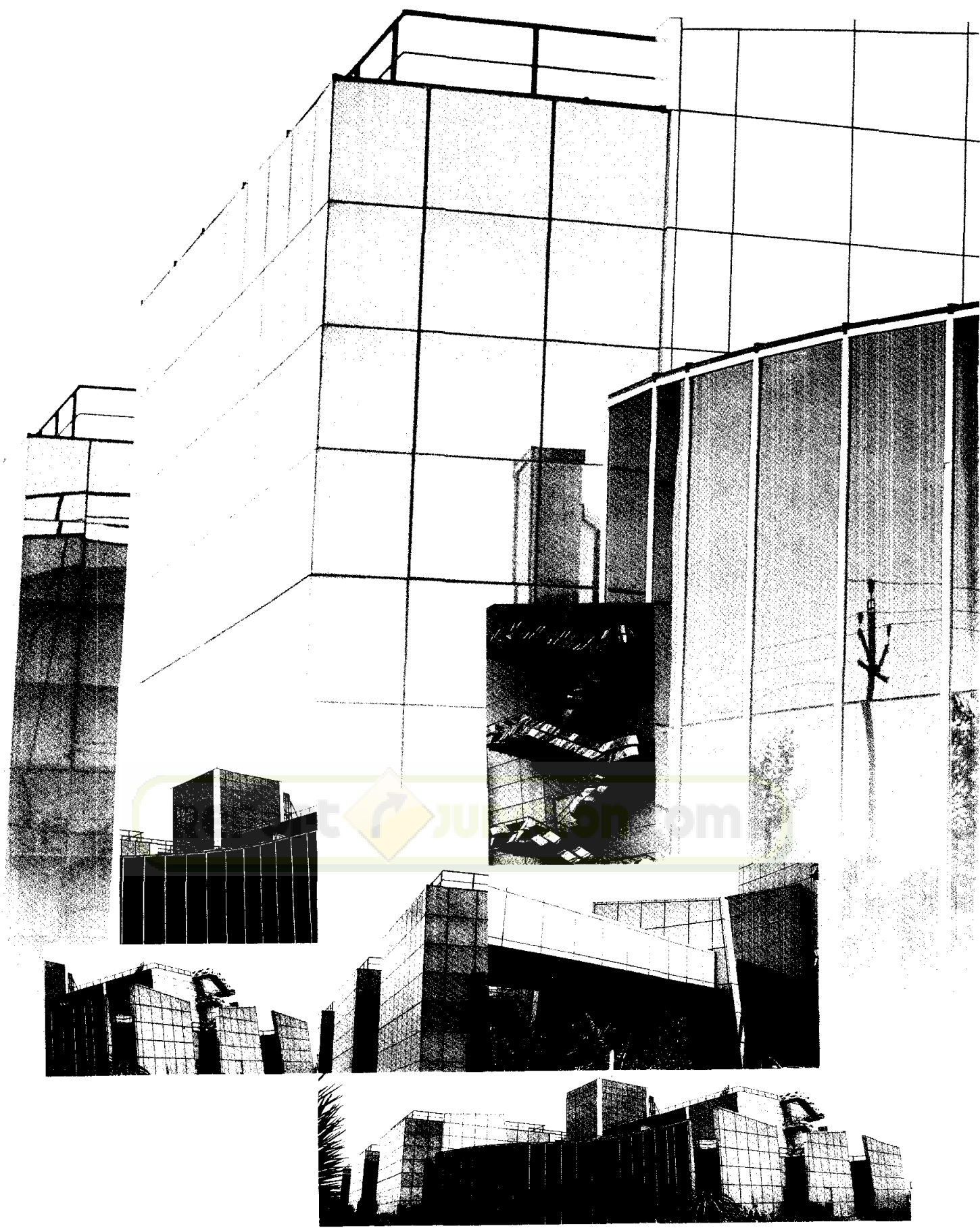


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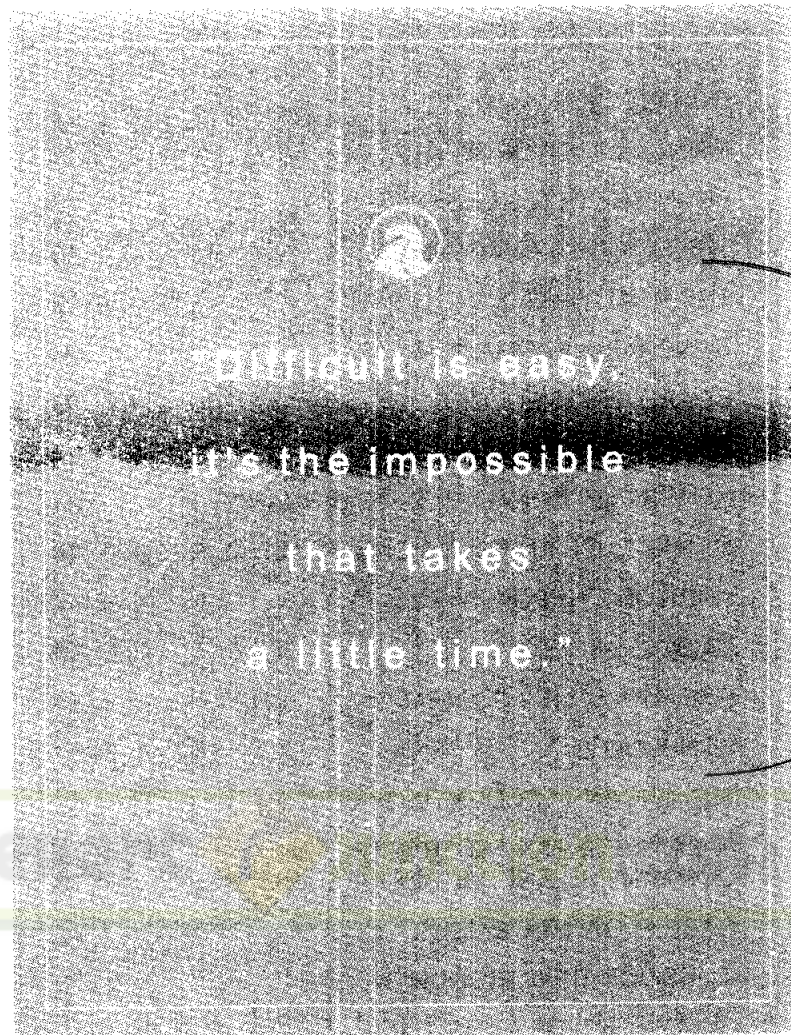




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If someone told the Neanderthal man to talk to someone about 30 kms away, or fly in the air or walk on the moon, he would have simply clutched his tummy and rolled on his back laughing. But telephones were invented.

Airplanes did take off. And Space shuttles still blast off without anyone raising any eyebrows. Inventions and discoveries are the results of inquisitiveness and dreams. We've dreamt and given you tyres that entire mankind can be proud of. Tomorrow, who knows, we may give you tyres that can virtually fly !?



**APOLLO TYRES LTD.**



V i s i o n

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"It's for the customer that we keep  
pushing the bar of excellence. Time and

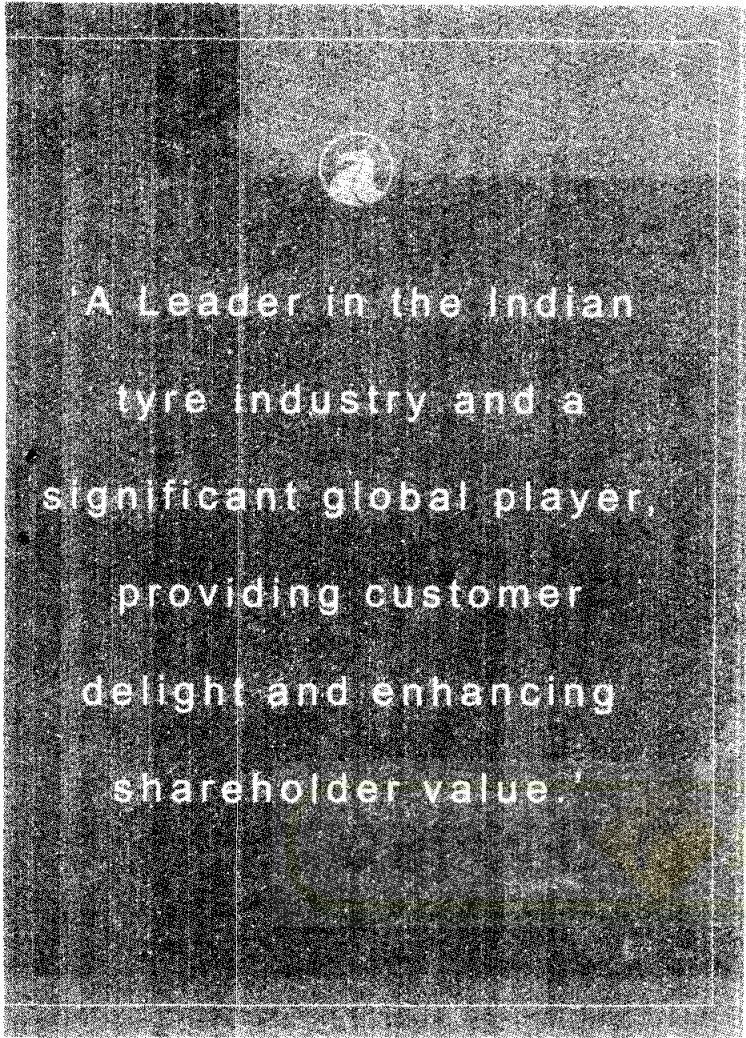
time again. By being innovative  
Engineers and Constructors we respond to our  
customer needs. Whatever we do, we  
never fail to ask ourselves a simple  
question: How will the customer benefit  
from this particular innovation,  
technology or service? Will it bring  
about a substantial difference to their  
lives? Can we go even further? For  
excellence, go even further? In meeting

Principles

these challenges, day in and day out,  
lies the secret of our success."







In order to bring to life our vision and create enhanced values for our shareholders, we've developed focused strategies, organizational strengths and operating processes that are driven by our Core Values.

Core Values:

- Care For Customer
- Respect For Associates
- Excellence Through Teamwork
- Always Learning
- Trust Mutually
- Ethical Practices



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From the CEO

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