

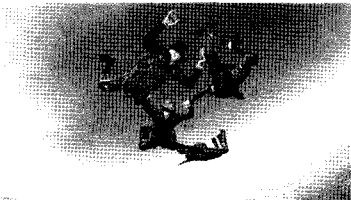
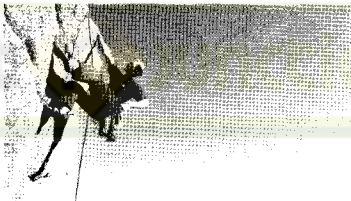
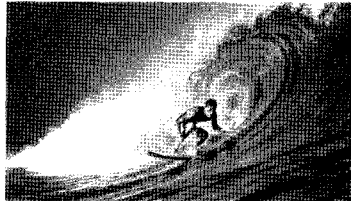


APOLLO TYRES LTD.

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Doing what  
we dare not





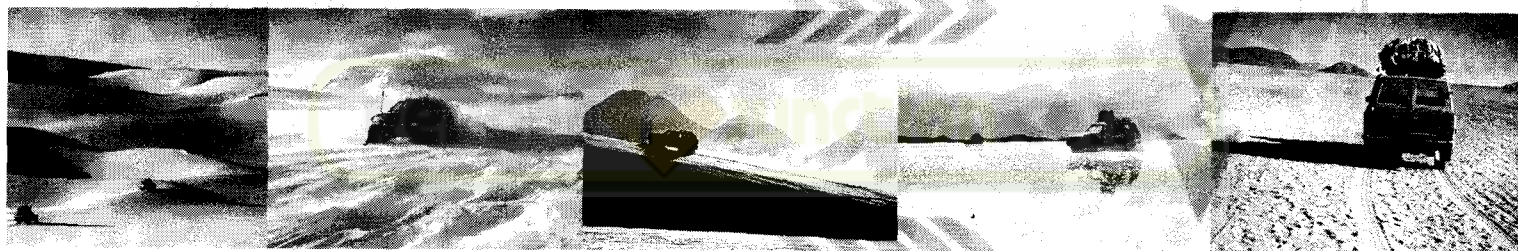
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Apollo Tyres is all about daring – daring to do new things and daring to step into the unknown.

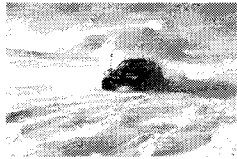
This stems from our corporate vision of making Apollo a leader in the Indian tyre industry and a significant global player, providing customer delight and enhancing shareholder value.

So Apollo does what others only think about. The overall corporate strategy is focussed on growth and on delivering the company's vision. The acquisition of Dunlop Tyres in South Africa makes it the first Indian tyre company to become a global player.



It gives the company a whole new world to conquer – a vista of opportunities and territories.

Apollo is about an unstoppable spirit in people who exemplify 'Passion in Motion' (PIM), the cornerstones of which are technology, people and quality. This is the spirit and the journey that is scripted in the following pages. Where, the belief in the self is what makes Apollo set out to beat its own achievements and dare to take on the world.



Quality is the first pillar of the organisation's 'Passion in Motion' journey. The objective is to weave quality completely into the fabric of Apollo Tyres.

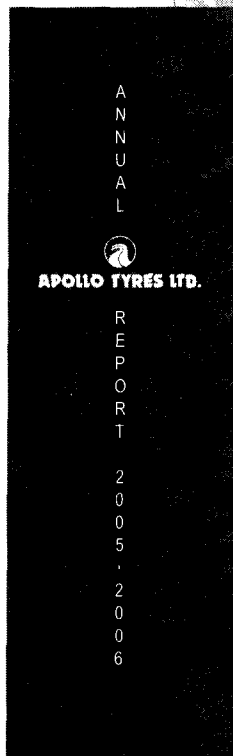
Consistency, measurability and reliability are fundamental to enhancing process efficiency and effectiveness in terms of flexibility to customer requirements, effective deliveries of products and services and increased profits. The Six Sigma quality processes introduced and followed across the organisation prepare it to be at par with (or better than) the best in the world.

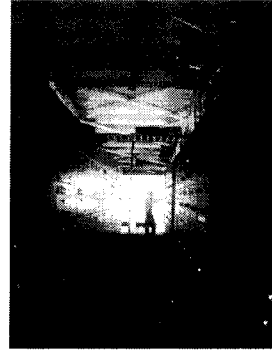
## Quality Dare towards excellence. Dare to perfect it.



Employees imbibe the quality process in 'Quality Awareness Programmes' across all manufacturing locations. In fact, around 400 people across all locations have been inducted into quality programmes through more than 50 workshops.

With all this and more, Apollo dares towards world-class processes with self-reliance in high-end technology.





*The spirit is the true self. The spirit,  
the will to win and the will to excel  
are the things that endure.*

*Marcus Tullius Cicero*

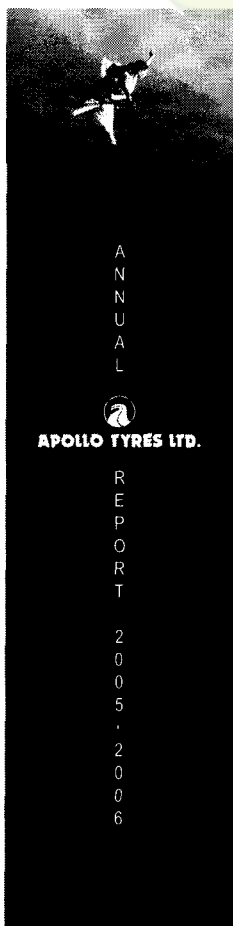




Apollo prides itself on being self-reliant. Towards this, the Company has improved its Research and Development and engineering capabilities. It has added more sophisticated equipment and augmented its indoor tyre-testing laboratory. The Advanced Tyre Design cell uses sophisticated techniques like FEM simulation to help reduce product development cycle time to the tune of 30%. The result has been considerable progress on noise optimisation and validation.

After successfully launching its high-performance tubeless passenger tyre, 'Acelere', Apollo added more than a dozen sizes in this design, making it the largest high-performance tyre range in the Indian tyre industry. With this, Apollo has consolidated its 'Acelere' portfolio which includes top-end products like V-rated tyres. Efforts are also on to develop ultra high-performance tyres in asymmetrical and directional designs for the passenger car segment. Besides this, a team called the 'TBR technology group', including well-known consultants, is working on a high quality truck and bus radial tyre.

## Technology Dare to be the best. Dare to be better.



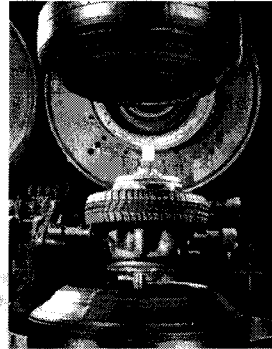
Several technological changes have been implemented in the bias tyre technology department. This includes processes that have resulted in cost savings and improved Banbury, Calender and Extruder productivity.

Geared to take on the world, Apollo is also the first Indian tyre company which, in the last two years, has undertaken extensive, external product testing programmes to compete in the European market.

The robust information and technology systems have improved efficiencies manifold. Across four manufacturing locations and 120 sales offices, work and commercial transactions are all on-line. This successful implementation of SAP makes Apollo an Asia-Pacific success story.

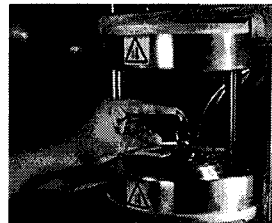
Another factor crucial to Apollo is being a learning organisation. It has 13 knowledge enhancement projects with universities and major international suppliers. Last year also saw the launch of 'Apollo Connect' -- an intranet portal that forms a live knowledge-management system for the organisation.

These are just some of the things that put Apollo at the forefront as it dares to excel – always.



*Once a new technology rolls over you,  
if you are not part of the steamroller,  
you are part of the road.*

*Stewart Brand*



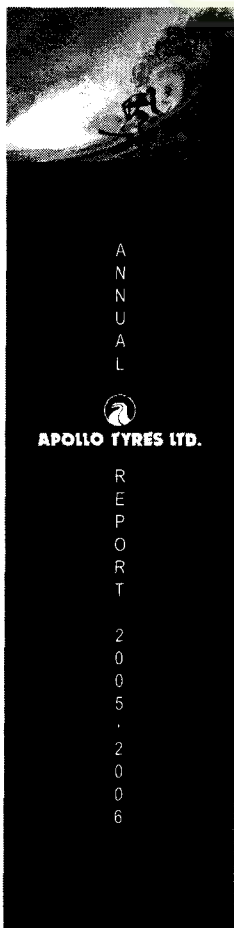


Apollo's marketing objective of complete commitment to cultivating greater customer intimacy and understanding consumers is an area of strength. Cutting-edge marketing strategy has always ensured that consumers choose Apollo brands. This year, segmentation strategy and 'Application to fit' has worked for Apollo in the truck, light truck and farm segment.

In the passenger car segment, it has solidified the entire 'Acelere' range and provided a whole range of products – from H-rated to V-rated tyres. With Acelere Wheelz, Apollo has entered the accessories segment of high-performance alloy wheels which has tremendous growth potential and offers synergy with tyres.

Speed of service is vital in achieving this objective. An effective and popular initiative is the '3 Day Claim Disposal System' which minimises response time while increasing efficiency and trust.

## Consumer Dare to promise. Dare to commit.



Spearheading the 'tubeless revolution' in India, Apollo created and implemented the concept of the 'Tubeless Service Point'. Not only do these 170 centres enhance profitability, they also ensure customer loyalty and intimacy.

Apollo has strengthened its 4500 strong network by bringing about and improving on qualitative initiatives and coming up with performance-based programmes. The transaction process is now completely on-line ensuring transparency, convenience and effective communication.

To enhance the corporate image, there were several brand initiatives undertaken. These included sponsorship of the Business Today 'Knowledge Management Series' and the BBC 'Top Gear Design' awards as well as partnership in the CNBC 'Auto Car' awards.

All these initiatives underscore the customer-friendly stance and courageous leadership that is Apollo's.



*Be everywhere. Do everything.  
Never fail to astonish the customer.  
Anonymous*

