

A full-page background image featuring a bald eagle in flight against a dramatic sky with a bright sun low on the horizon, reflecting on the ocean. The eagle is silhouetted against the bright light of the sun. The sun's rays are visible through the clouds, and a shimmering reflection of the sun is on the water's surface.

REALISE YOUR TRUE **POTENTIAL**

REALISE YOUR POTENTIAL

REALISE YOUR TRUE POTENTIAL expresses Apollo Tyres' continuous pursuit of excellence. As an enterprise, this belief reflects itself in our quest for growth, the desire to cross geographic boundaries and venture into new territories, and evolve as a result of our multi-cultural identity. Embracing this philosophy, we strive to provide a refreshing customer service experience and empower our employees to constantly upgrade their skills and outlook to enable all individuals to fulfill their real **potential.**



438,524+

Metric tonnes of tyres produced

Strong product demand has led us to expand our manufacturing locations, capacity and increase day-to-day technology deployment across Apollo. An active exchange of best practices between manufacturing operations, across the world, has resulted in better efficiencies and a diverse product mix with the introduction of environment-friendly material and processes.

ORIGINS

Apollo Tyres Ltd is in the business of manufacture and sale of tyres. Since its inception in 1972 in India, the company has steadily expanded its operations across the world, extending itself into the area of providing tyre vehicle services through specialised outlets.

SNAPSHOT

Turnover of US\$ 1.99 billion

Over 16,000 employees

3 domestic markets in Asia, Europe and South Africa

70 export markets and counting

9 manufacturing facilities and 6 major brands

Producing around 438,524 metric tonnes of tyres across vehicle categories

More than 1,939 kinds of tyres sold

OUR BELIEFS

VISION

To be a significant player in the global tyre industry and a brand of choice, providing customer delight and continuously enhancing stakeholder value



VALUES

Create for Customer
Respect for Associates
Excellence through Teamwork
Always Learning
Trust Mutually
Ethical Practices

MANAGEMENT BOARD



Standing left to right:

- Gaurav Kumar, Group Head, Corporate Strategy & Finance • Tapan Mitra, Chief, Human Resources • Sunam Sarkar, Chief Financial Officer
- Luis Ceneviz, Chief, Africa Operations • Satish Sharma, Chief, India Operations • Rob Oudshoorn, Chief, Europe Operations
- Kaushik Roy, Group Head, Corporate Purchase

Sitting left to right:

- P N Wahal, Company Secretary • Neeraj Kanwar, Vice Chairman & Managing Director • Onkar S Kanwar, Chairman & Managing Director
- Robert Steinmetz, Non Executive Director • P K Mohamed, Chief Advisor, Research & Development

CORPORATE STRUCTURE



Holding company: Based in Gurgaon, India



Based in Durban, South Africa

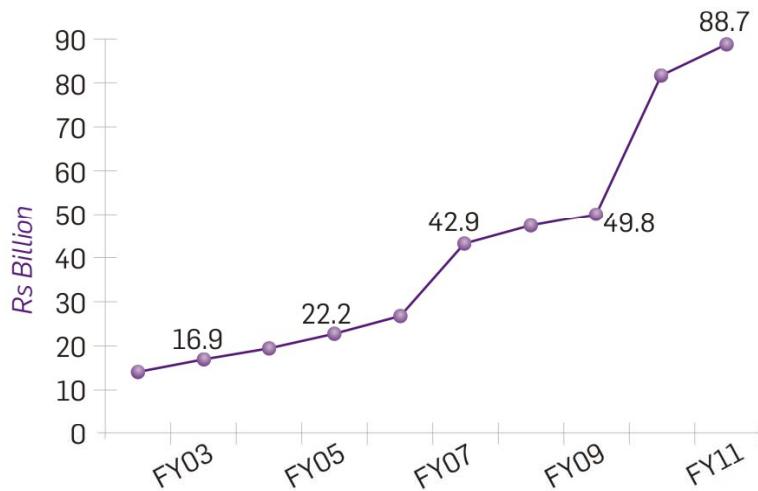


Based in Enschede, The Netherlands

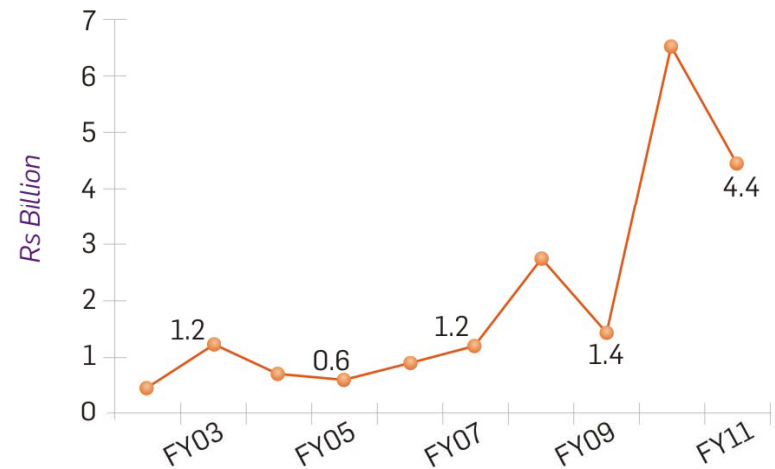
* 100% Subsidiary

10 YEAR CORPORATE PERFORMANCE

Net Sales



Net Profit



10 YEAR CORPORATE PERFORMANCE

Production



EBIDTA





1,939+

Kinds of tyres sold

Between the 6 key brands, manufactured in 3 countries, Apollo has tyres to suit nearly all kinds of vehicles, applications, usage and terrains. From working underground to extract mineral wealth, to enabling individuals and families move across destinations to create memorable experiences with their friends and loved ones.

BRAND PORTFOLIO



Global brand catering
to vehicles across categories



Global niche brand
for passenger car & specialty tyres



Brand for 32 African countries
across vehicle categories



Global challenger brand
for truck tyres



Global challenger brand
for passenger car tyres



Global brand for truck
bus & passenger car tyres

PRODUCT PORTFOLIO



Passenger Vehicle
Apollo
Dunlop
Vredestein



Bicycle
Vredestein



4X4
Apollo
Dunlop
Vredestein



Agriculture
Apollo
Dunlop
Vredestein



Light Truck
Apollo
Dunlop



Off Highway
Apollo
Dunlop



Truck/Bus
Apollo
Dunlop



Specialty
Apollo
Vredestein



16,138+

Kilogrammes of paper saved

From manufacturing to day-to-day operations, Apollo understands the need to balance consumption with available resources. In 12 months, 209 mature tress were saved – at just 1 location – by recycling office paper. Imagine the power of multiplication and its impact on our environment.

PARTNERING WITH THE BEST

Global Business Partners for Raw Materials



Belgium
Steel Tire Cord



India
Carbon Black



USA
Butyl



Germany
Butyl, Synthetic Rubber



Germany
Silica, Carbon Black



USA
Polyester



The Netherlands
Process Aids



USA
Synthetic Rubber

PARTNERING WITH THE BEST

Global Business Partners for Raw Materials



IDIADA
Spain



Nardo
Italy
for 4x4 tyres



NATC
USA
for Kinematics Studies



Papenburg
Germany for Ultra
High Performance tyres



VRDE
Ahmednagar
India

PARTNERING WITH THE BEST

Automotive Manufacturers as Business Partners



PEOPLE AS AN ASSET



A virtual academy for all training programmes to make Apollo a “learning organisation”



A concept that brings together employees and their families in a spirit of celebration



An online performance and career enhancement Management system



An initiative to promote integration across geographies both at work and outside

COMMUNITY AS A STAKEHOLDER

Health

A robust HIV-AIDS prevention and awareness programme for stakeholders, business partners and employees

Safety

An on-road customer initiative to create awareness on proper tyre care and maintenance through the Apollo Safe Drive



Environment

Promoting conservation and recycling of resources under the umbrella of HabitAt Apollo



Community

Supporting local cause of health, education, skill and infrastructure development in the communities around manufacturing locations

ANNUAL SNAPSHOT

Net sales surged by 9% to Rs 88.6 billion

Brand Apollo launched in Europe at the Reifen 2010, Essen, Germany

Dunlop emerged as the #1 brand in the tyre category, in a survey on South Africa's iconic brands

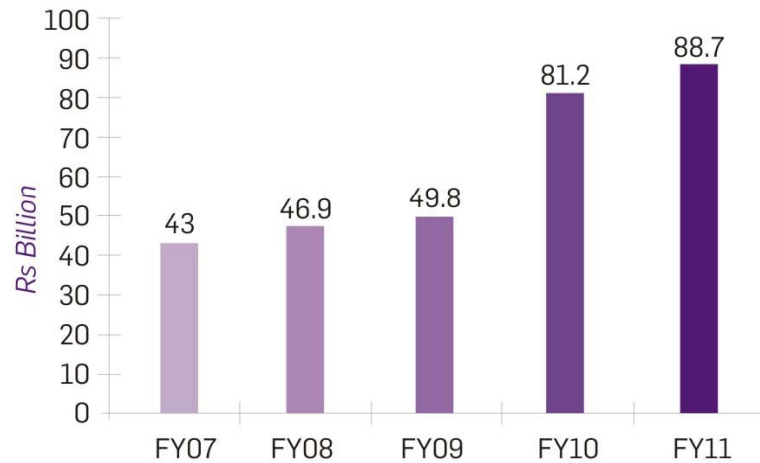
Apollo's Acelere and Amazer 3G Maxx tyres received high ratings in tests conducted by ADAC and Auto Bild, leading German automotive magazines

Apollo was recognised for best-in-class manufacturing practices in India at The Economic Times India Manufacturing Excellence Awards 2010

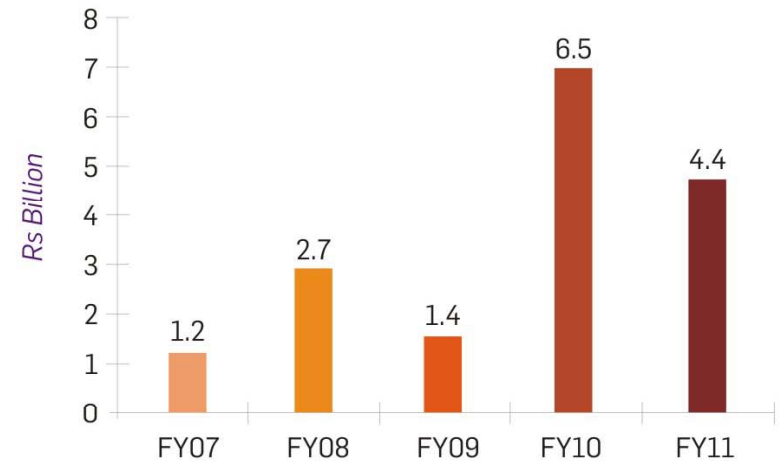
Launch of the high-end commercial vehicle radial called Endurace in India

ANNUAL FINANCIAL PERFORMANCE

Net Sales

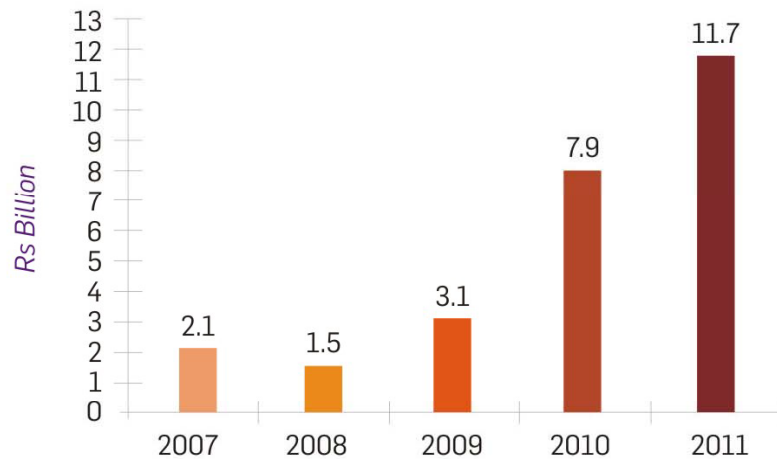


Net Profit

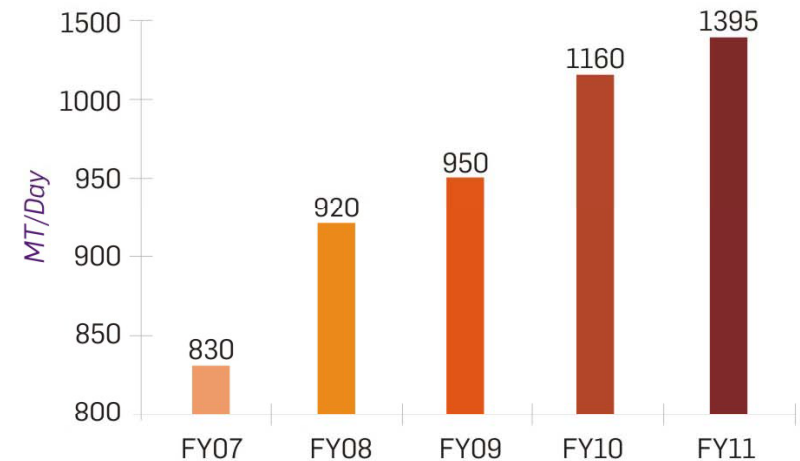


ANNUAL FINANCIAL PERFORMANCE

Capital Expenditure (Capex)

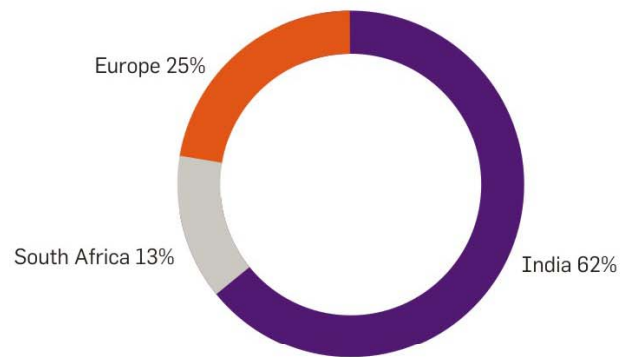


Capacity

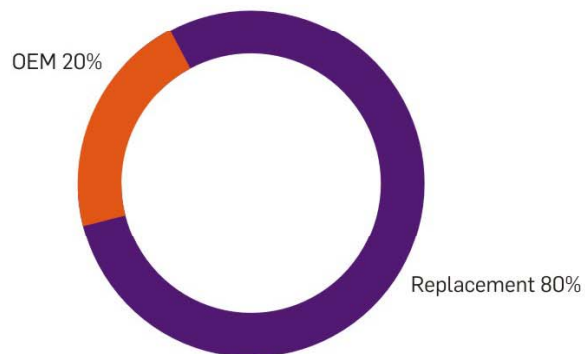


REVENUE SEGMENTATION

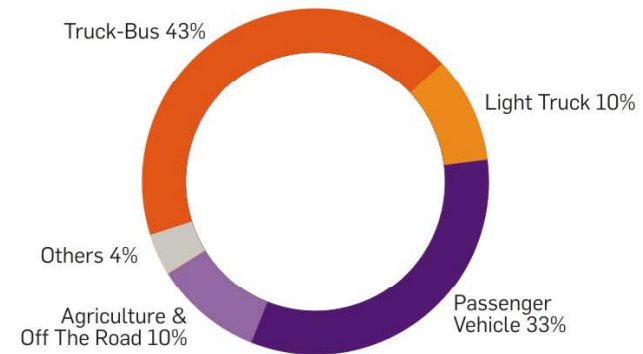
Revenue Segmentation by Geography



Revenue Segmentation by Customer



Revenue Segmentation by Product





16,000+

Dedicated minds at work

All this, and more, is possible because of a talented, engaged and empowered team, willing to go the distance at all times. Apollo follows an integrated approach towards constant learning and reward, encouraging employees to enhance their skills to enable both teams and individuals to deliver on their true potential.

HOME MARKETS

ZONE I

Headquartered in Gurgaon, India

Markets in India, Asia, the Middle East & Turkey, Asian CIS countries, Australia, New Zealand and the Oceania countries

ZONE E

Headquartered in Enschede, The Netherlands

The Zone caters to the markets of Europe, European CIS countries, Russia and North America

ZONE A

Headquartered in Durban, South Africa

The Zone caters to the markets of Africa and South America

ZONE I



OPERATIONAL SPREAD

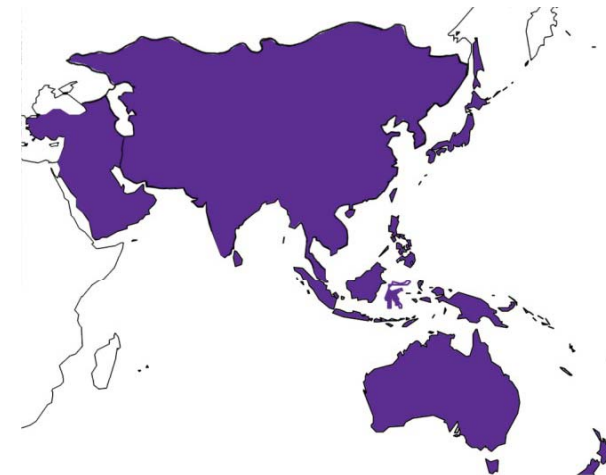
Zonal Headquarter in Gurgaon, India

Manufacturing base in India with 4 manufacturing facilities in Chennai, Kalamassery, Limda and Perambra

Producing 1278 metric tonnes of tyres every day

India is the largest market in Zone I with over 150 Sales Offices

Exports to 31 countries in the Zone, with the Middle East & South East Asia as other large markets



OVERVIEW

ZONE I

Apollo is the leading brand, supported by Regal and Kaizen

In India, Apollo is a clear leader in the commercial vehicle segment and the largest producer of passenger vehicle tyres

A chain of branded outlets called Apollo Zones & Apollo Points for passenger vehicles and Apollo CV Zones for commercial vehicles

Dominates the OEM business with presence in more than 34 leading vehicle models

HIGHLIGHTS FY11

ZONE I

Emerged as the leading producer in the passenger vehicle tyre category

Launch of Endurace – commercial vehicle radial tyre, confirmed by ARAI as the most fuel efficient tyre in the category

Retreading business of DuraTreads grew by 53% and truck-bus radial sales by 135%

2nd Edition of Apollo CV Awards to recognise stalwarts of the commercial vehicle industry

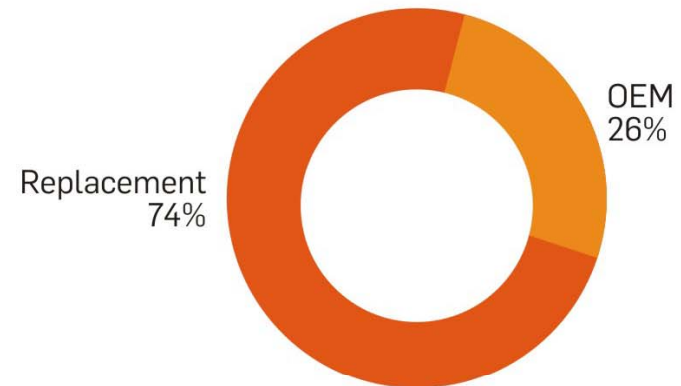
A successful paper recycling drive across facilities under HabitAt Apollo

FINANCIAL PERFORMANCE

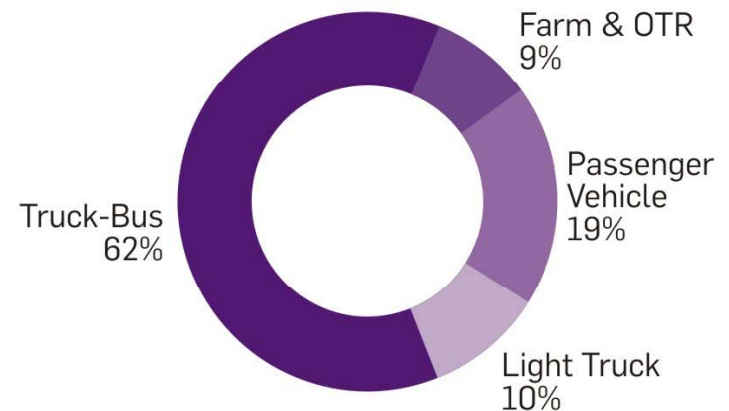
Topline Growth



Revenue Segmentation by Customer



Revenue Segmentation by Product



ZONE E



OPERATIONAL SPREAD

ZONE E

Zonal Headquarter in Enschede, The Netherlands

Manufacturing facility in Enschede

Producing 158 metric tonnes of tyres every day

The largest share in the product basket are high performance passenger vehicle tyres; especially winter tyres

Distribution across the European Union and North America

Sales & Marketing offices in 17 European countries and the United States



OVERVIEW

ZONE E

Vredestein is the leading brand, supported by Maloya

Brand Apollo sells both summer and winter passenger vehicle and 4x4 tyres in 4 key European markets – Germany, Italy, UK and The Netherlands

Germany comprises the largest market in the Zone

Vredestein commands a premium position in high performance and winter passenger vehicle tyres, with a growing market share

A brand that stands for efficacy built through design, performance and after sales service

Operates Vredestein Design Stores in Belgium and Germany

A producer of high end agriculture tyres and racing tyres for bicycles

HIGHLIGHTS FY11

Launch of Quatrac Lite passenger vehicle tyre; amongst the very few green all season tyres

Strategic brand promotion called Premium Styling by Vredestein for UHP tyres, designed to attract attention of car tuning and styling firms for exclusive vehicles

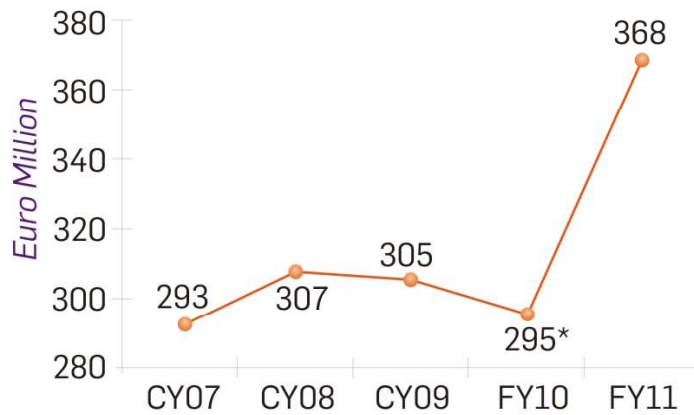
Largest ever billboard campaign in 37 major European cities

Sportrac 3 ranked highest in a summer tyre test conducted by German (ADAC), Austrian (OAMTC) and Swiss (TCS) automotive clubs

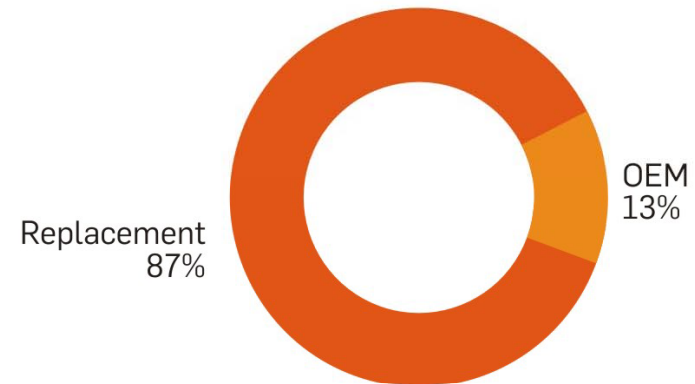
Capacity expansion from 5.5 million to 6.4 million tyres per annum

FINANCIAL PERFORMANCE

Topline Growth



Revenue Segmentation by Customer



Revenue Segmentation by Product



*Financials prepared for the period May 15, 2009 to March 31, 2010

ZONE A



OPERATIONAL SPREAD

Zonal Headquarter in Durban, South Africa

Manufacturing base in South Africa & Zimbabwe* with 4 facilities in Durban, Ladysmith, Bulawayo and Harare

Producing 163 metric tonnes of tyres every day

Exports to 32 African countries and to South America, with South Africa being the largest market

Sales Offices spread across southern Africa

*Financials and production from Zimbabwe not included



OVERVIEW

Dunlop is the leading brand. Other brands being Apollo and Regal

Dunlop commands around 25% of market share in South Africa, and produces tyres for the entire spectrum of vehicular needs

Over 200 Dunlop Zones creating a strong consumer pull

Over 900 strong dealer network across Africa and South America

* The Dunlop marks are licensed to Apollo Tyres South Africa which is the wholly-owned subsidiary of Apollo Tyres Ltd in 32 African countries.

HIGHLIGHTS FY11

Launched 5 new sizes in the light commercial vehicle range for SP 560, Regal RST 300 and MST 300

Successful participation at the Gauteng Motor Show widely recognised as the biggest motoring event in South Africa

Intensified the Driven By Precision brand communication

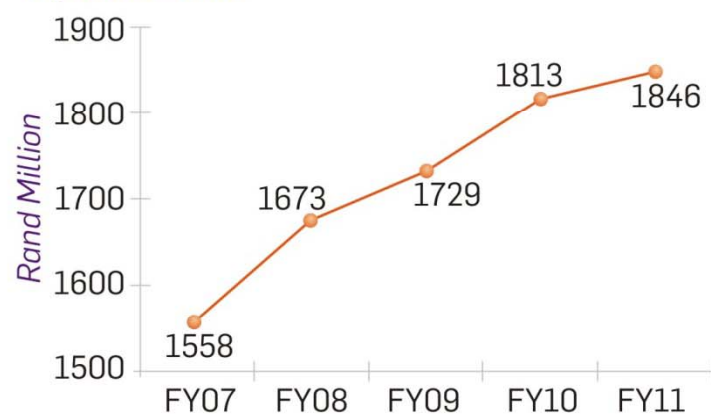
Organised the Dunlop Surf Ski World Cup 2011

Dunlop ranked as the #1 brand in a survey commissioned by Rapport & City Press newspapers on South Africa's iconic brands

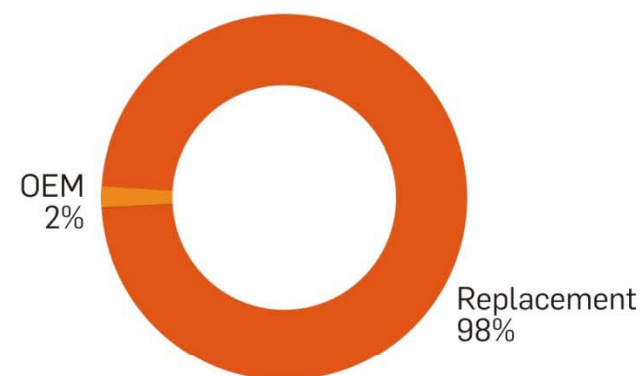
Apollo Tyres South Africa voted Tyre Manufacturer of the Year by the Tyre Dealers and Fitters Association

FINANCIAL PERFORMANCE

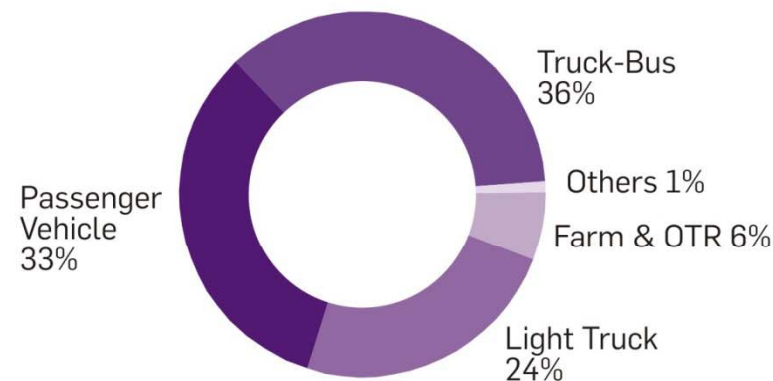
Topline Growth



Revenue Segmentation by Customer



Revenue Segmentation by Product



SUMMING UP

Poised for high growth and expansion

Aiming to be in the league of global Top 10 tyre makers by March 2016

Focus on sustainability

Ensuring customer delight across the world

MESSAGE FROM THE CHAIRMAN

“We believe that **realising our potential** is not a one time job. The horizon expands every day. Apollo will go the distance to bring to you its real potential in all that it does, year on year. ”

Onkar S Kanwar

Chairman & Managing Director

Thank You