

TEAM PROJECT WORK

APOLLO TYRES

S.V. UNIVERSITY

GROUP MEMBERS

TEAM LEADER:

- B. Meena

TEAM MEMBERS:

- K. Vijaya kumari
- R. Kusuma chowdari
- S. Gousiya

Introduction Of Apollo Tyres:



- **ONKAR KANWAR** is the chief architect of the company's vision and value-driven business strategy.
- Under his able leadership Apollo became a professionally managed and a globally recognized tyre manufacturer
- **APOLLO TYPES LTD** is the worlds **17th biggest** tyre manufacturing, with annual consolidated revenue of rs 125.7 billion (us\$2.5 billion)
- Apollo Types Limited is an Indian multinational tyre manufacturing company headquartered in **Gurgaon, Haryana.**

- It was incorporated in **1972**, and its first plant was commissioned in **Perambra** in **Chalaky, Kerala**.
- The company now **has four** manufacturing units, one in **South Africa**, two in **Zimbabwe** and one in **netherlands**
- It has a network of over **4,000 dealerships** in India
- Apollo Tyres Ltd is engaged in manufacturing automobile tyres and tubes.
- They are the first Indian tyre company to launch exclusive branded outlets for truck tyres and also the first Indian company to introduce radial tyres for the form category.
- National award for excellence in water.
- Expansion of passenger car radial capacity to 10,000 tyres/Day.
- Expansion of passenger car range to include 4*4 and all-terrain tyres.
- Acquired Dunlop Tyres International in southAfrica and Zimbabwe.

- Launch of DuraTread, treading material and Solution.

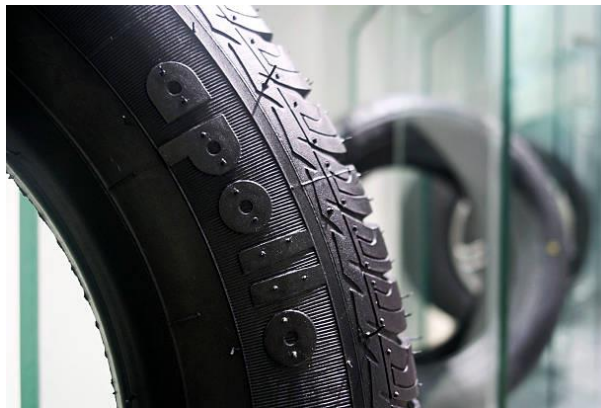
History of Apollo Tyres:

- Apollo Tyres Ltd. was incorporated on 28 September 1972 in India as a public limited company and obtained certificate of Commencement of Business on 24 October 1972.



- The company was promoted by Bharat Steel Tubes, Ltd., Raunaq International Pvt. Ltd., Raunaq & Co. Pvt. Ltd., Raunaq Singh, Mathew T. Marattukalam and Jacob Thomas.

- In 1975, the company made its Initial public offer of equity shares and its first manufacturing facility was commissioned in **Perambra Plant Thrissur, Kerala** India in 1977, followed by its 2nd plant at Limda, Gurjarat, India in 1991.



- The company acquired Premier Tyres Limited in 1995, which became its 3rd plant at Kochi, Kerala, India.
- In 2008, it started a new plant at Chennai, Tamila Nadu, India.
- A year later in 2009, the company acquired the Netherlands-based tyre maker Vredestein Banden B.V. (VBBV) for an undisclosed sum.
- The company focused on the production of truck tyres in India and introduced its first truck tyre, Rajdhani in India.

- operations outside India by acquiring Dunlop's Africa operations.
- In 2013, it disposed of the Dunlop brand in Africa along with most of the South African operation in a sale to Sumitomo Rubber Industries of Japan.
- The very same year, it started its Global R&D Centre, in Enschede, the Netherlands.
- In 2015, Apollo Tyres bought Germany's Reifencom tyre distributor for €45.6 million.
- It shifted its corporate office for Europe region to Amsterdam from Enschede, the Netherlands and opened a Global R&D Centre, Asia in Chennai, India a few months later.
- In 2016, the company signed an MoU with the Government of Andhra Pradesh to set up a new factory in the state.
- On 9 January 2018, the **Chief Minister of Andhra Pradesh, N. Chandrababu Naidu** laid the foundation stone for Apollo Tyres' ₹1,800-crore tyre factory in **Andhra Pradesh**.

- The plant will come up over a 200 acre site in Chinnapanduru village near Sri city in Tirupati district and produce passenger car radial (PCR) tyres with an initial capacity of 55 Lakh (5.5 million) tyres per year and also truck bus radial (TBR) tyres and will serve both domestic and export markets.
- The company's second plant in Europe, was inaugurated by the Hungarian Prime Minister, Viktor Orbán in April 2017.
- Apollo Tyres is one of the leading tyre manufacturers in the world.
- Apollo Tyres Ltd. came into inception in 1972 and has since been a trusted name in the business of manufacture and sale of tyres
- With our corporate headquarters in Gurgaon, India, we cater to over 100 countries across the globe.
- The company markets its products under our two global brands: Apollo and Vredestein.

- These products are available in countries across the globe through a vast network of branded, exclusive and multi-product
- Apollo Tyres has multiple manufacturing units in India, the Netherlands and Hungary.
- At the end of the financial year 2019, the company clocked a turnover of US\$ 2.48 billion, backed by a global workforce of approximately 17,200 employees.
- As of March 31, 2019, the company traded in India on the Bombay Stock Exchange and National Stock Exchange, with 59.10% of shares held by the public, government entities, banks and financial institutions.



A global business:

We manufacture and develop tyres under Apollo and Vredestein brands to 100+ countries worldwide. Our state-of-the-art manufacturing plants, enhanced investment in R&D and expanding distribution network of branded, exclusive and multi-product outlets have helped us become a truly global business.



Our brands:

We cater to specific consumer segments through our key brands, Apollo and Vredestein

Segments



Trucks and buses



Light trucks



Passenger
vehicles



Off-highway
vehicles



Two-wheelers



APOLLO TYRES:

The Apollo brand is the preferred choice of tyres for global and Indian original equipment

Automobile players. Our products are available across all categories, including commercial, passenger

vehicles, two- wheelers, farm and industrial.

Vredestein Tyres:

The century-old premier first-class brand Has refined the art tyre innovation and performance. Our Product include car tyres, tyres for Agricultural and industrial application and bicycle Tyres.

Letter from VCMD



Our focus has been to leverage the extensive data emanating from our production sites to identify and address opportunities to drive productivity increase, waste reduction and improvements in product and process quality.



- ❖ Founded in 1972, we have evolved, over the decades, in response to changing times, adopting best-of-breed technologies and globally acclaimed industry practices.
- ❖ This has enhanced our industry reputation and recall.
- ❖ Today, we are one of the most trusted brands globally in tyre manufacturing and sales.
- ❖ We constantly strive to strengthen our market Leadership, creating exceptional value for our

esteemed customers, investors and all other stakeholders.

- ❖ We rank among the world's top-tier tyre manufacturers, and have been recognised for our environmental and social initiatives.
- ❖ We have articulated a strong commitment toward ESD.
- ❖ Dearshareholds, As I look back of the year gone by, I am reminded of the wise words of Khalil Giban who Said "Progress lies not in enchancing what is, but in Advancing toward what will be.
- ❖ FY22 was about focusing on 'progress' for Apollo Tyres.
- ❖ after much deliberation and feedback from our diverse stakeholders including employees, community member, partners, etc, we started FY22 with the lauch of our vision 2026-Driving progress, Together.
- ❖ It is not only about Apollo Tyres but progress for all our stakeholders.

- ❖ We Strongly believe that vision is nothing without local Knowledge, so we continued to bring our multi-cultural.
- ❖ By doing so, we continued to power innovation that has the potential to transport both our business and society forward.
- ❖ Further, we articulated our growth pillars, and you will read more about the progress that we made in these area in the letter from Neeraj kanwar, your vice Chairman&managing Director.our Indian operations closed the year categories-commercial and passenger vehicles.
- ❖ Importantly, we saw growth across OEMs and the replacement marketSegments for the commercial vechicles catergory.
- ❖ However,it was strong demand from from the replacement segment in the passenger vechicles Category which lifted the overall performance of our European operations.
- ❖ we closed the year with consolidated revenues of Rs 20,948crores,a strong Growth of around20%.

- ❖ the growth was led by our india operations which grew by a robust 25%for the fiscal.
- ❖ We saw a healthy growth of 18% in our Europe business-a notable achievement in a developed market like Europe.
- ❖ I know that the the focus on progress is neither swift nor easy,but it does pay dividends sooner or later.
- ❖ Our focus on the Europe region with our 'premiumisation' strategy necessitated the specialization process which entailed focus on profitable products like agricultural tyres and high value-niche segment passenger car tyres .
- ❖ it is heartening to note that this strategy has brought in results as the region crossed an important milestone of EUR 100 million mark as EBIDTA during the year.
- ❖ this is the highest ever EBITDA for the European operations over the last 13 years.
- ❖ Looking ahead and as we get back to normal mode,I think we will see strong growth coming back to key economies across the globe.

- ❖ we will continue to make steady progress in all our growth pillars and,I remain confident that Apollo trajectory.
- ❖ On our part,we will continue to build on our successes around cost control, improving process efficiency and leveraging technology.
- ❖ We will continue to invest in our people and make progress in further improving the brand salience of Apollo and Vredestein.
- ❖ Importantly,I remain confident that we will continue to move on an upward path due to the trust continuously reponed by each one of you
- ❖ Our valuable shareholders. Further,I would also like to thank our bankers,various financial institutions and the various state and national Governments where we operate,network partners and business partners which have allowed us to make progress and surpass the goals we had set ourselves.



Apollo tyres utilises a mix of renewable and non-renewable fuel tyres to meet its energy requirement. In its India operations, the main source of direct energy continues to be coal, followed by furnace oil. It has invested in renewable energy like solar and wind power as direct energy sources. In the Europe operations, direct energy is sourced from natural gas. Indirect energy sources in the Indian Operations comprised of grid electricity along with

wind energy. In Europe, electricity is the main source of indirect energy.

The total energy consumption (from both direct and indirect sources) for the reporting year was 7,162TJ. The share of direct energy was 71%(5,099TJ) and the indirect energy accounted for 29%(2,062TJ).

The company's lime facility contributed captive capacities for salor and wind energy ,while Chennai sourced salor energy from captive capacity and imported wind power to add to its energysource



APOLLO TRYES COMPANY MANAGEMENT

TEAM&&BOARD DIRECTOR



Onkar Kanwar
Chairman and Managing Director



Neeraj Kanwar
Vice Chairman and Managing Director



Benoit Rivallant
European Operations



Daniele Lorenzetti
Research and Technology



Gourav Kumar
Finance and Legal



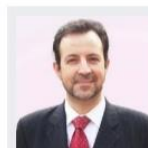
Huzay Hassen
Digitalisation and IT



K Prabhakar
Projects



P K Mohamed
(Advisor) Technology



Pedro Matos
Global Programme Management
and European OE Business



Satish Sharma
Auto Pacific, Middle East and
Africa Operations



Sunam Sarkar
Sustainability, Human Resource,
Corporate Communications,
Procurement and Supply Chain



Yoichi Sato
Quality, Health, Safety and
Environment



Onkar Kanwar
Chairman and Managing Director



Neeraj Kanwar
Vice Chairman and Managing Director



Akshay Chudasama
Regional Managing Partner, Shandul
Amerchand Mangalics & Co



Francesco Crispino
Co-founder, Greater
Pacific Capital



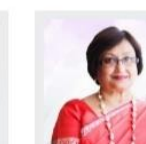
Francesco Gori
Former CEO, Pirelli Tyre



Gen. Bikram Singh (Retd.)
Former Chief of Indian Army



Lakshmi Puri
Former Ambassador and
Assistant Secretary General
United Nations



Pallavi S Shroff
Regional Managing Partner, Shandul
Amerchand Mangalics & Co



Robert Steinmetz
Former Chief of International
Business, Continental AG



Satish Sharma
President (APMEA) and
Whole-time Director



Sunam Sarkar
President & Chief Business Officer,
Apollo Tyres Holdings (Singapore)
Pte Ltd



Vikram S Mehta
Former Chairman,
Shell Group of Companies



Vinod Rai
Ex-Comptroller and Auditor
General of India



Vishal Mahadevia
Managing Director, Head of
India Warburg Pincus

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- Our two key brands Apollo Tyres and Vredestein cater to specific consumer segments and the product

portfolio comprises tyres for passenger, commercial, off-highway vehicles and two-wheelers.

- Each has a distinct positioning and brand language.
- A choice of global and Indian original equipment auto players, the Apollo Tyres branded tyres are available across all categories including commercial, passenger vehicles, two-wheelers, farm and industrial.
- As a brand philosophy, it believes in giving customers new choices that put them in control and help them to conquer the road ahead.
- Apollo enables individuals to achieve their own potential, when it comes to driving and in every area of life as reflected in its tagline 'go the distance'.
- Vredestein is proud to be among the oldest tyre brands in the world with a history dating back more than 110 years.
- With such a strong legacy, the Vredestein brand has achieved premium brand status in the automotive industry.
- Products include car tyres, tyres for agricultural & industrial applications and bicycle tyres.

- One of the best and the most technologically advanced city/highway tyre developed by Apollo Tyres to provide users with unmatched driving experience.
- The Apollo Alnac 4G tyres specially engineered to match the requirements of city and highway driving, as these roads demand good traction, grip and stability.
- City roads and highways are highly unpredictable and one needs to be prepared for anything these roads throw in front of them.
- The Alnac 4G tyres are sure to make you feel at ease at all times.
- The Alnac 4G is designed to offer good traction and performance through any season.
- These tyres are ideal for the highway as well as city drive and can fit on Premium Hatchbacks, Premium sedans and Compact SUVs.
- The tyre has larger outer shoulder which offers greater control while cornering.
- Its tread pattern with stiffer Centre rib & longer contact patch provides precise steering response.
- The higher Tg(Glass transition temperature) rubber tread compound enables shorter stopping distance.

- This is just the tip of the iceberg with Apollo Alnac 4G.
- A Trusted Choice among Automakers
- A LOT IS RIDING ON US.
- Apollo Alnac 4G is an OE Fitment on various Maruti Cars like Baleno, Brezza, Ciaz and top models in Swift and Dzire.
- Hyundai has us on i20 followed by Nissan Lodgy and a few models on Volkswagen Vento and Fiat Punto.
- Established in the Netherlands in 1909, the Vredestein brand is an international recognised.
- The tyres are developed and produced to enhance the performance of every vehicle.
- It offers all drivers the safest and best possible driving experience.
- Beyond the deep focus on technology, the brand have a clear vision on how a tyre should look.
- It has had a partnership with the famous Italian design agency Giugiaro since 1997 and work with premium styling partners like Lumma Design, Hamann and Mansory to create the perfect premium car with Vredestein's Ultra High Performance tyres.

- With a dedicated R&D centre, it devote much attention to the tread design and sidewalls of the tyres.
- Apollo Tyres Ltd is an international tyre manufacturer and the leading tyre brand in India.
- It is built around the core principles of creating stakeholder value through reliability in its products and dependability in its relationships.
- The company has a total of six manufacturing units -- 4 in India and 1 each in the Netherlands and Hungary. India's fifth and 7th globally, is coming up in Andhra Pradesh.
- 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.
- The product portfolio of the company includes the entire range of passenger car, SUV, MUV, light truck, truck-bus, two-wheeler, agriculture, industrial, specialty, bicycle and off-the-road tyres, and retreading material and tyres.

- Headquartered in Gurgaon, India, the company has a turnover of US\$ 2.3 billion and ranks among the global top 20 tyre makers.
- Apollo Tyres has been recognised as the 'Best Company To Work For' both in Asia and Europe in the recent past, and has won several accolades for its HIV-AIDS awareness and prevention initiative for the trucking and allied communities, and for its Waste Management initiatives in the community.
- Acquired entities: In November 2015, Apollo Tyres acquired Reifencom GmbH, one of the largest tyre distributors in Germany, with both online and offline presence.
- In May 2009, the company acquired Apollo Vredestein BV (originally Vredestein Banden BV) in the Netherlands, producer of niche high end passenger car and specialty tyres, and with an extensive distribution network across Europe.

APOLLO TYRES BRANDS

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- Tyres are essential parts of a car that plays the role of "connection" between your vehicle and the road.
- A quality tyre from a reputed manufacturer should support a rewarding driving experience, but the stability and longevity of a tyre depend on several factors.
- Quality of driving, external conditions, storage conditions, road surfaces, age of the tyre etc., work collectively to determine the working life of a tyre.
- In this article, we will talk about three essential aspects covering tyres -Things that can influence the life of a tyre Signs your car tyre needs to be replaced
- Factors Affecting the Longevity Of A Tyre



- Tyres come in different shapes and sizes, addressing specific requirements and road conditions.
- However, their working life can be reduced by several factors, some of which are mentioned below
 - Inappropriate driving style - The habit of applying regular brakes, aggressive cornering, and overall harsh driving reflects negatively on the age of tyres, causing them to wear out quickly
 - The wrong match - Combining different tyre types and technologies in a car may hamper the tyres' stability, balance, and performance.
 - Uniformity in design and specifications (based on the vehicle) is essential.
 - Speed - Driving regularly at an excessive speed can also reduce their overall lifespan.

- Load - Every tyre is designed to withstand a specific load. Overloading can deteriorate their performance and longevity.
- Pressure - Underinflation or overinflation can accelerate the process of wear.
- Temperature - A car tyre constantly exposed to excessive temperatures can wear out quickly.
- Road conditions - Not all roads are built the same.
- A car that drives over bad road conditions means steady pressure and extra effort by tyres.



- Weather conditions - Factors like heat, cold, wind speed, pollution, location of storage etc., can also affect a tyre's efficiency.
- Other factors - Irregular maintenance and avoiding visible issues can impact car tyre health.
- Age is another reason too.

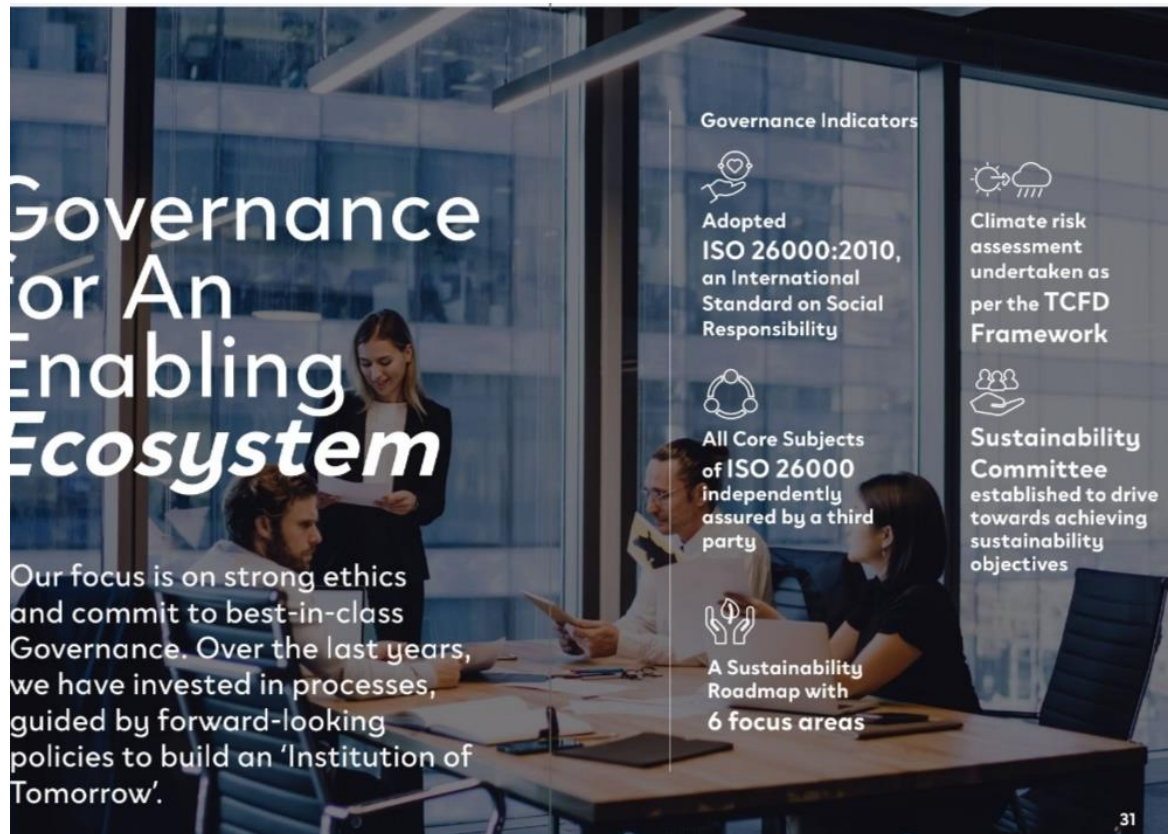
- These are some of the core factors affecting tyre health.

- A tyre is expected to last longer if maintained well and regularly checked for wear and tears.

- A driver should follow a safe and careful driving habit and read all guidelines and instructions by the manufacturer.
- Signs Your Car Tyre Needs To Be Replaced
- It is highly unsafe to drive with overly worn tyres.
Here is a brief mentioning of 5 signs communicating it's time a tyre should be replaced.
- Cracks - The sight of cracks on the sidewall of a tyre can be warning signs of a potential blowout.
- Rather than avoiding those cracks, get the tyre health checked.

- Old tyres - Because every car may have different specifications and requirements, it is good to check with the manufacturer about the right time by age and mileage for a replacement.
- Generally speaking, the tyre replacement frequency is 5-6 years.
- Tread depth - With time, a tyre tread will wear down. Check the tread depth regularly and make sure they are within legal limits. If not, it's time for a replacement.
- Other signs a tyre may need to be replaced include whining, creaking or other strange noises coming from the tyre.
- Too much vibration while driving through expressways can be a sign of a bad tyre and a wrong alignment.
- The sight of bulges or blisters on the tyre can again be signs of damage. As mentioned before, tyres should usually be replaced every 5-6 years even if they are working well.
- Because every car is different and so are tyres, it is essential to refer to the manufacturer for more insights.

- However, a more frequent replacement may be needed if a tyre is inappropriately stored and faces one or more of the factors affecting longevity (as mentioned above)



PRODUCT OF THE COMPANIES

- ✓ Passenger car tyres.
- ✓ Alloy wheels.
- ✓ Sports utility tyres.
- ✓ Van tyres.
- ✓ Passenger winter tyres.
- ✓ Heavy commercial tyres.
- ✓ Small commercial tyres.
- ✓ Agricultural tyres.
- ✓ Tube less tyres

ABOUT THE COMPANY

- TYRE

Public sector company

- INDUSTRY

TYRES

FOUNDED

In the year 1976

- HEADER QUARTERS

Gurgaon, Haryana, India.

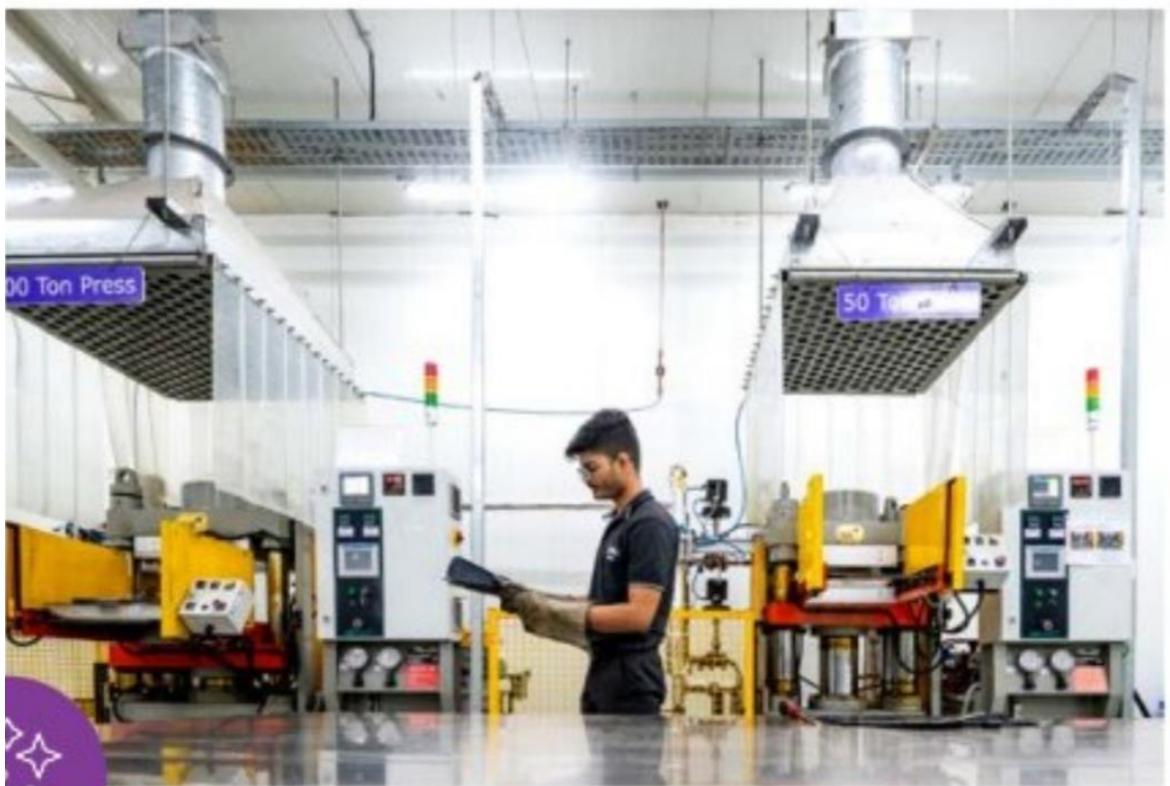
- KEYPEOPLE

Onkar. S. Kanwar(Chairman and MD)

Neeraj. R. S. Kanwar(vice chairman and MD)

- REVENUE

RS.127.5 BILLION(US\$2.1BILLION)



VISION AND VALUES:

VISION:

- To be a significant player in the global Tyre industry and a brand of choice, providing customer delight and

continuously enhancing stakeholder value.

CORE VALUES:

- Care for customer
- Respect for Associates
- Excellence through Teamwork
- Always learning
- Trust Mutually
- Ethical practices

INDUSTRY ANALYSIS:

- At present there are 40 listed companies in the tyre sector in India.
- Fragmented industry.(350 billion)
- Major players are MRF,JK tyre,Apollo tyre &CEAT, which account for 85% of the organized tyre market.
- The tyre industry is affected by:
- Level of industry activity,
- Availability &cost of credit,
- Transportation volumes &network of roads,
- Execution of vehicle loading rules,
- Radialization,
- Retreading and exports,
- Raw material price.

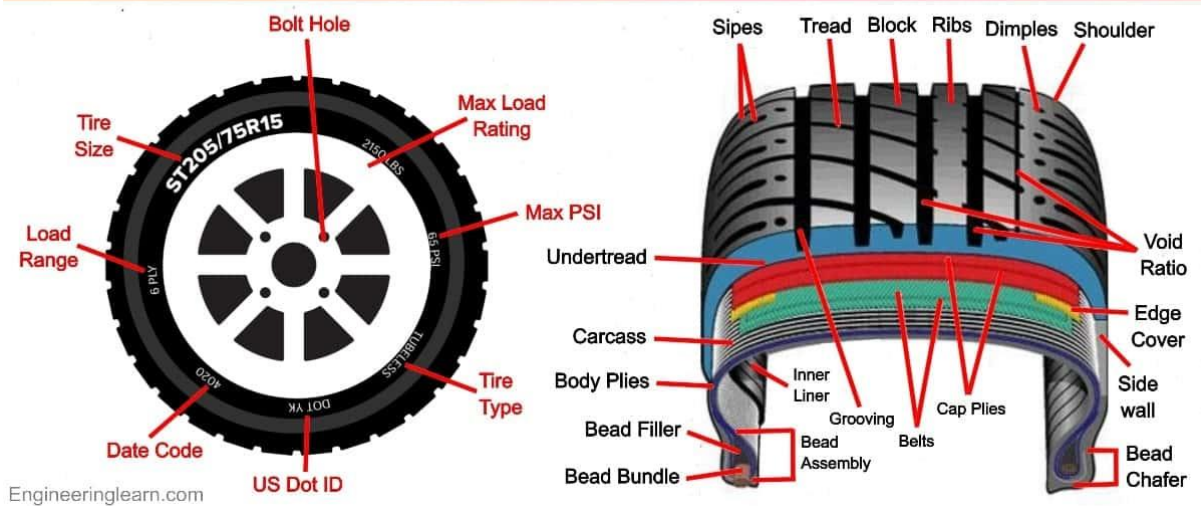
PORTER'S FIVE FORCES:

- ✓ Entry Barriers: high
- ✓ Bargaining power of the suppliers: high
- ✓ Inter firm rivalry : low
- ✓ Bargaining power of the buyers: high
- ✓ Threat of substitutes: high





PARTS OF TIRES



COMPETITIVE ADVANTAGE:

- They manufacture best priced, best-produced and best -designed quality tyres.
- Raised the benchmark in design, product & research.
- Has a superlative stamp of customer satisfaction and confidence because of its reliability and safety.

- R&D is very efficient and good who has state of the art laboratory & design centre
- It has come up with truck and passenger tyres that consistently exceed customer expectations.
- Apollo Tyres diversified market base across 3 continents which has enabled it to reduce its dependence.
- The presence of strong and established brands in the company's portfolio.
- An extensive distribution network supporting apollo tyres brands and products in all its 3 key Operations
- Continued leadership position in the commercial vehicle tyre segment in India, including price leadership in the cross ply segment.
- A leading position in the fast-growing passenger car tyres segment in india, reaching the #1 position in production and #2 in market share.
- Strong player in the ultra high performance (UHP) passenger car tyres segment in Europe, particularly in high margin winter tyres.
- Absence in the two-wheeler and three wheelers tyres in india, which is large and continuous to show good growth.
- Sub-optimal production facilities in terms of economic size in south Africa.
- Market dynamics and intense competition in some key markets do not allow passing on cost pressures as and when reasonably required.
- Maintains a good review system.
- Internal auditing.
- Information system maintenance.
- Human resource management.

- Quality management.

Future direction of the co:

- Radial tyres penetration.
- Their European operations are performing very well giving a boost of 40% which have opened up sales avenue.
- Since they are absent in the two Wheelers and three Wheelers segment in India they can focus more on this segment as it has high growth.
- They can also go in for backward integration as the raw materials cost increasing over time.
- Investments in research & Development which will help the company to be more sustainable in future help the company in the use of green material and increased fuel efficiency for their tyres
- Apollo tyres Ltd is now planning to set up a full-fledged sales and service outfit in Jakarta, tentatively in the first quarter of the next fiscal.
- Early indication suggest that the company may roll out its Indonesian subsidiary to boost Indian export in the archipelago. The Indian tyres major is also planning export of truck-bus radials to Australia.

- Apollo is primarily targeting the truck-bus and cross-ply OTR(off-the-road)tyres market in the south-East Asian nation. Indonesia-with large mining operations, cheap fuel and sustained economic growth at 6-7 percent-offers wide opportunities for tyre makers.

Awards and rewards:

- ☞ Awarded as the best brand 2009 by auto India.
- ☞ Awarded as the best brand 2008 by auto India.
- ☞ Automotive product of the year Award for Aceleresportz at ndtv car and bikes award.
- ☞ Apollo safe drive Campaign won Indian road safety.
- ☞ National Award for excellence in water.
- ☞ Management 2006 Awarded by CII to Limda, Gujarat.
- ☞ Kerela state conservation award 2006 to apollo tyres, Perambra plant.
- ☞ First manufacturer in south Africa awarded by the iso.

THANK YOU

