



MARKETING PLAN

apollo
TYRES



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topics

- SEO OF APOLLO TYRES
- KPI OF APOLLO TYRES
- SITUATION ANALYSIS,SWOT
- CONSUMER BEHAVIOR,PERCEPTION
- SEGMENTATION&TARGET MARKETS
- POSITIONING
- BRAND POSITIONING
- MARKETING MIX
- PROBLEMS & CHALLENGES
- REFERNCES



SEO

- Search Engine Optimization (SEO) is crucial for businesses like Apollo Tyres to enhance their online visibility and reach potential customers. Here are some SEO strategies and recommendations specifically tailored for Apollo Tyres:
- **Keyword Research:**
 - Identify relevant keywords and phrases related to Apollo Tyres' products, services, and industry. Tools like Google Keyword Planner can help in this process.
 - Focus on long-tail keywords that are specific to tire types, applications, and geographical locations.
- **On-Page SEO:**
 - Optimize meta titles, meta descriptions, and header tags (H1, H2, etc.) on the website to include target keywords.
 - Create high-quality, informative, and engaging content that incorporates keywords naturally.
 - Use keyword-rich alt tags for images and optimize image file names.
- **Technical SEO:**
 - Ensure the website has a responsive design that works well on both desktop and mobile devices.
 - Improve page loading speed for better user experience, as page speed is a ranking factor.
 - Implement HTTPS for a secure website and use structured data markup (schema.org) to enhance search engine listings.
- **Local SEO:**
 - Create and optimize a Google My Business (GMB) listing for each physical location of Apollo Tyres.
 - Encourage customer reviews and respond to them promptly.
 - Consistently maintain accurate NAP (Name, Address, Phone Number) information on the website and across online directories.
- **Content Marketing:**
 - Develop a blog or resource section on the website where you can regularly publish informative articles, guides, and content related to tires, automotive safety, and maintenance.
 - Share this content on social media and relevant forums to attract backlinks.
- **Link Building:**
 - Build high-quality, authoritative backlinks from relevant sources in the automotive and tire industry. Focus on guest posting, outreach, and partnerships.
 - Disavow or remove toxic backlinks to maintain a healthy link profile.



User Experience (UX):

Prioritize user experience by ensuring your website is easy to navigate, has a clear site structure, and provides valuable information to visitors.

Implement breadcrumbs and a user-friendly navigation menu.

Mobile Optimization:

Optimize the website for mobile users, as Google's algorithm favors mobile-friendly sites. Use responsive design and ensure mobile pages load quickly.

Local Citations:

Ensure Apollo Tyres' business information is consistent across local directories, such as Yelp, Yellow Pages, and industry-specific platforms.

Verify and claim business listings on relevant platforms.

Analytics and Monitoring:

Regularly monitor website performance using tools like Google Analytics and Google Search Console. Analyze traffic, rankings, and user behavior to make data-driven decisions.

Regular Updates:

Keep the website content and information up to date. This includes product listings, prices, and any changes in services or locations.

Social Media:

Maintain an active presence on social media platforms to engage with the audience, share valuable content, and drive traffic to the website.

Remember that SEO is an ongoing process, and it may take some time to see significant results. Regularly review and adapt your SEO strategy to align with changes in search engine algorithms and market dynamics.



Key Performance Indicators (KPIs) for Apollo Tyres, a tire manufacturing company, may include a variety of metrics to measure their performance in different aspects of their business. Here are some potential KPIs for Apollo Tyres:

Revenue: Tracking total revenue and revenue growth over time is a fundamental KPI for any company, including Apollo Tyres.

Profit Margin: Monitoring the company's profit margins to ensure they are operating efficiently and effectively.

Market Share: Measuring their market share in the tire industry and comparing it to competitors.

Sales Volume: Tracking the number of tires sold, either by type or region, to gauge market demand and their own sales performance.

Quality Metrics: Monitoring metrics related to tire quality, such as defect rates, warranty claims, and customer complaints, to ensure product quality meets or exceeds industry standards.

Manufacturing Efficiency: Measuring production efficiency, including factors like production downtime, waste reduction, and process improvements.

Customer Satisfaction: Surveying customers for feedback and satisfaction ratings to ensure that products and services meet their expectations.

Distribution and Logistics: KPIs related to distribution efficiency, including on-time deliveries, order accuracy, and supply chain performance.





Environmental Metrics: Monitoring sustainability KPIs, such as energy consumption, emissions, and waste reduction, to assess their environmental impact and sustainability efforts.

Research and Development: Tracking investments in R&D and innovation, and assessing the success of new product launches.

Employee Satisfaction: Measuring employee satisfaction and engagement to ensure a motivated and productive workforce.

Safety Records: Keeping track of safety incidents and ensuring a safe working environment for employees.

Financial Health: Assessing the company's financial health through metrics like debt levels, cash flow, and liquidity.

Brand Awareness: Monitoring metrics related to brand recognition, such as social media mentions, brand sentiment, and advertising effectiveness.

Supplier Performance: Evaluating the performance of suppliers in terms of quality, reliability, and cost-effectiveness.

Compliance Metrics: Ensuring that the company adheres to regulatory and compliance requirements, both in terms of product safety and environmental standards.

These KPIs can provide valuable insights into Apollo Tyres' performance in various areas of their business, allowing them to make data-driven decisions and continually improve their operations. It's essential for Apollo Tyres to choose the KPIs that align with their strategic objectives and industry benchmarks.



SITUATIONAL ANALYSIS

COMPANY

- Apollo Tyres Ltd is the world's 17th biggest tyre manufacturer and was established in 1972.
- A turnover of USD 2.34 billion as of FY 12-13.
- Over 16,000 employees and manufacturing presence in Asia, Europe and Africa.
- Available in over 100 countries with 9 manufacturing facilities.
- 6 Key brands: Apollo, Dunlop, Kaizen, Maloya, Regal and Vredestein .

CUSTOMER

- Generally interested in mileage offered, price, type of technology used, product presence in market and services offered.
- Deciding Factor is cost v/s benefit and generally based on word of mouth purchase.

COLLABORATORS

- Network of over 4,000 dealerships in India.
- Operates through a network of branded, exclusive or multi-product outlets.
- *Partners for raw material : Aditya Birla, Exxon Mobil, Styron, Arcelor Mittal, Performance Fibers USA.*

COMPETITION

- MRF –Market leader for 21 years, First Indian Tyre company to reach turnover of 50 Billion , Strong association with sports , Good Brand Image.
- CEAT - by RPG group, most visible face of Indian Tyre industry, it reached 10 billion export benchmark in 2012, strong advertising campaigns leads to good brand image.
- JK Tyres - Market leader in truck/bus segment, all radial plant coming up in Chennai .
- Other competitors include Bridgestone, Continental, Goodyear.

CONTEXT

- Import duty on natural rubber is as high as 20% but import duty on finished tyres is as low as 10%.
- Increasing sales of passenger and commercial vehicles in developing countries mainly due to socio economic factors.
- Govt policies like Local Body Tax (LBT) and other factors like decrease in rainfall has reduced demand in agricultural sector vehicles. Also increase in natural rubber costs in last few years.
- Technological advancement like self inflation, Green Tyres, Run Flat tyres is influencing the market.

SITUATIONAL ANALYSIS

HELPFUL

HARMFUL

INTERNAL

- Excellent Geographical coverage across Asian, European and African markets
- Good financial position and Wide product variety
- Good Brand awareness about the product
- Over 4000 dealerships in India, and over 900 in South Africa
- Has manufacturing plants at India, SA, Zimbabwe and Netherlands

- Low presence in latest car models
- Absent in two/three wheeler segment
- Brand yet to establish itself like the market leaders

STRENGTH

WEAKNESSES

SWOT

OPPORTUNITIES

THREATS

EXTERNAL

- Emerging markets and improved lifestyle
- More tie-ups with Automobile companies as it's mainly into B2B market
- Improved Infrastructure has fuelled more and more transportation
- Emergence of India as a hub for small car production
- Apollo is set to acquire the US based Cooper Tire & Rubber Co. which is expected to be completed at the end of the year

- Price wars
- Stiff competition from national and international brands
- Cheaper technologies and less rubber production
- Volatility in prices and availability of raw material
- Government Policies w.r.t export duties, import duties, tax levied on automobile industries
- Cooper Tire & Rubber Co. deal may backfire if not executed properly

CONSUMER BEHAVIOUR

A complex buying behavior backed by extensive research

Less likely

Planned Purchase

HIGH INVOLVEMENT

More likely

Urgent Replacement

Dissonance reducing buying behavior with inclination towards brands with high awareness

DECISION MAKING UNIT

1

Initiators

Need to replace perceived by the driver of the vehicle

2

Information Gatherers

- Sudden Requirement - Alone
- Planned (Passenger Car Vehicle) – Self + Friends/Family
- Planned (Commercial) – Firm owner with driver's consent

3

Influencers

Service engineer, Friends / Family, Research by self, technical teams, firm owners.

4

Decision Makers

Driver + Technical Team (in case of commercial)

5

Purchasers

Owner of firm / Owner of Vehicle

6

Users

Need to replace perceived by the driver of the vehicle

Situation Analysis

Consumer Behaviour

Segmentation & Target Markets

Brand Positioning

Marketing Mix

Problems & Challenges

Recommendations



Links

Backlink Summary

You have a very strong level of backlink activity to this page.



Domain
Strength



Page
Strength

26.4M

Backlinks

222.4k

Referring Domains



Google's PageSpeed Insights - Desktop



Google is indicating that your page is scoring well on their Desktop PageSpeed Insights evaluation.



Lab Data	Value
First Contentful Paint	0.5 s
Speed Index	0.5 s
Largest Contentful Paint	0.9 s
Time to Interactive	0.5 s
Total Blocking Time	0 s
Cumulative Layout Shift	0.101
Opportunities	Estimated Savings

Avoid multiple page redirects

0.32 s



12:36



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**2,341,727**Monthly Traffic
Volume

Keyword Positions

This shows you a summary of the positions for your Keyword Rankings. The higher you rank, the more likely you are to capture traffic, with recent research showing that as much as 92% of clicks happen on the first page.

Position	Keywords	
Position 1	1,808	
Position 2-3	5,786	■
Position 4-10	23,027	■
Position 11-20	41,433	■
Position 21-30	43,199	■
Position 31-100	148,416	■



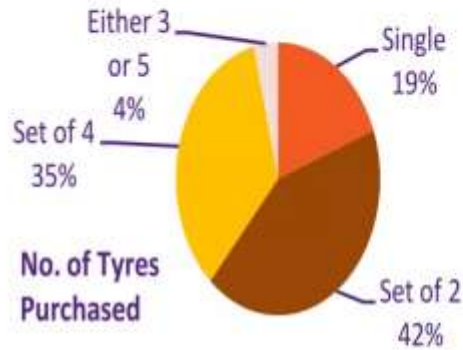
Keyword Positions shows the
breakdown of number of ranking



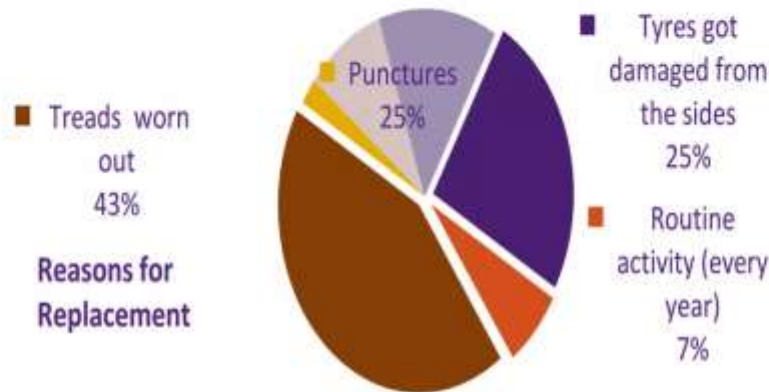
Your On-Page SEO could be better

Your page has some level of On-Page SEO optimization but could be improved further. On-Page SEO is important to ensure Search Engines can understand your content appropriately and help it rank for relevant keywords. You should ensure that HTML Tag Content is completed correctly and align text content to target keywords.

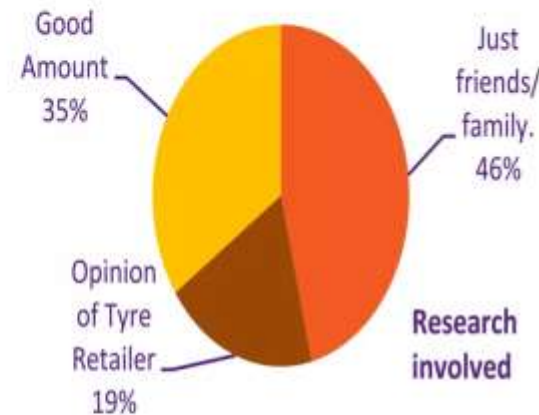
CONSUMER BEHAVIOUR *(Passenger Car Owners)*



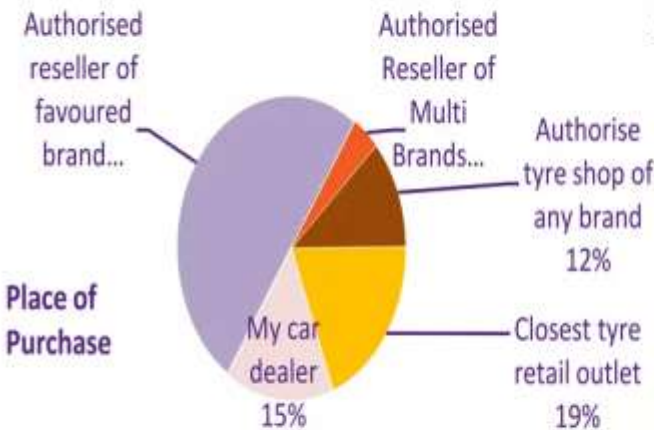
Except cases of emergency requirement, most tyre purchases in even numbers



Major reason for replacement is wear & tear of tyres. Very few due it on a routine basis



In spite of being a grudge purchase, some consultation is involved.



Most consumer prefer purchasing from authorised resellers of favoured brands



High Emphasis on Reliability, Quality and Traction since these are Safety Parameters. As well as emphasis on durability since it ensures economical viability.

(Data is based on responses of 26 respondents)

12:36



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Rankings

Top Keyword Rankings

This shows your top 10 Keyword Rankings in the specific location. The list is ordered by the keywords that drive the most traffic to your page.

Keyword	Country
bologneser	ES
india and map	EN
el tiempo	EN
india map with states	HI
logo of sbi	EN
logo of state bank of india	HI
sbi logo	EN
india map odisha	HI
apple logo logo	EN
indian map and states	EN

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4.8M

Nofollow
Backlinks

21.6M

Dofollow
Backlinks

404.2k

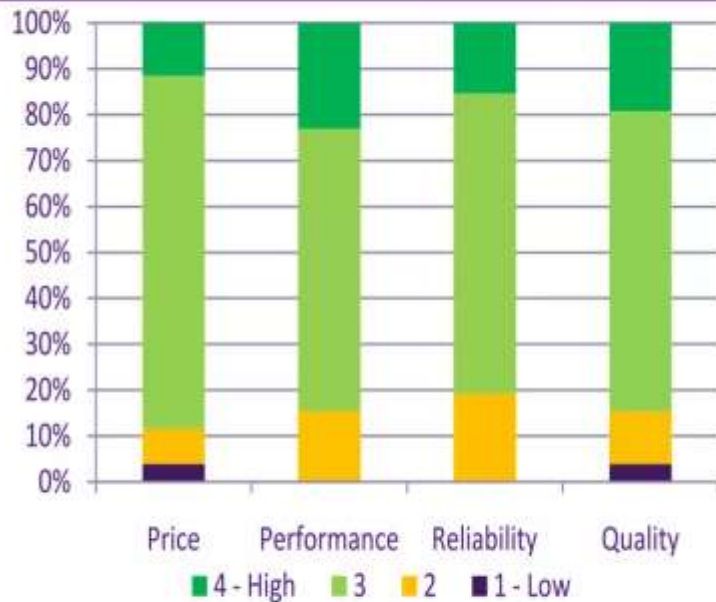
Edu
Backlinks

3.2k

Gov
Backlinks

63.7k

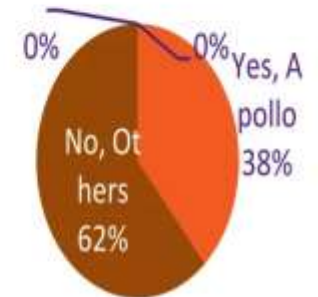
CONSUMERS PERCEPTION *(Passenger Car Owners)*



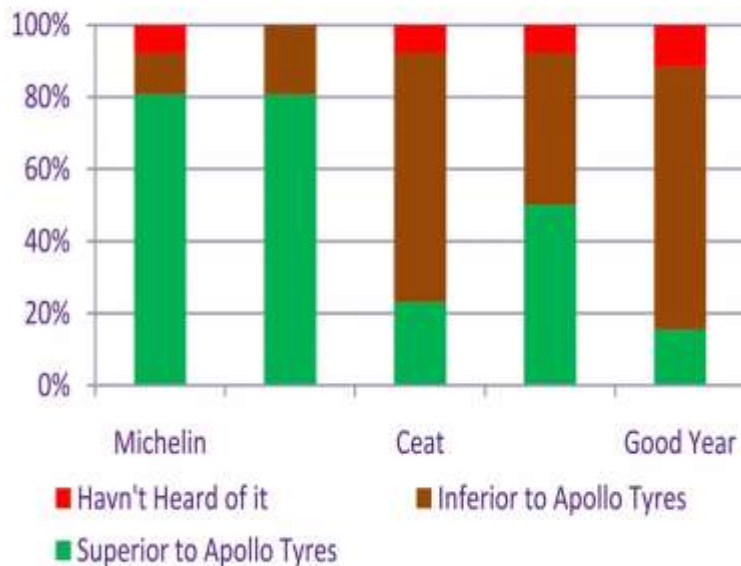
PERCEPTION ABOUT APOLLO TYRES

- Not perceived as the premium brand, tyre of the masses (average price & good performance, reliable)
- Seemingly Value for money

Do respondents want to buy Apollo next time?

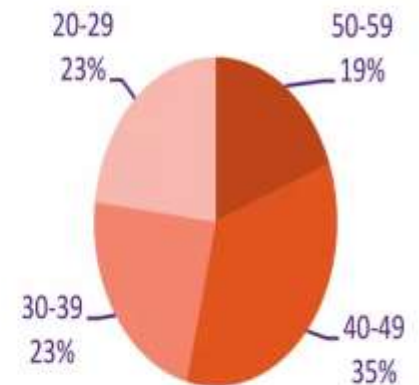


Area of Concern



PERCEPTION ABOUT COMPETITORS

- Greater brand perception of International players like Michelin.
- Apollo has a much better perception than good year, Bridgestone, Ceat.
- Among Indian competitors, MRF has greater brand value.



Age profile of respondents

(Data is based on responses of 26 respondents)

SEGMENTATION & TARGET MARKETS

Segment Name	Passenger Car Owners	Commercial Vehicle Owners	Off Highway Vehicle/Tractor Owners	Industrial & Heavy Vehicle	Two Wheelers
Geographic Characteristic	Urban Cities	Between Cities; Might need to travel through rural stretches	Predominantly in rural India	At industrial sites, eg: construction sites, mine excavations	Both rural, urban and semi-urban
Demographic Factors (Age)	25 – 60	25 – 60	25 – 60	25 – 60	Above 20
Demographic Factors (Income)	Above 3 lakhs	Above 10 lakhs	Above 3 lakhs	NA (Industry Owned)	Above 50,000
Overall product mix	13%	60%	10%	4%	13%
Principal Benefit Sought	Reliability, Durability, Fuel Mileage, Price	Safety, reliability, Durability, Value for Money	Long Life; Quality; Easy maneuverability	Better Grip; Long life; Quality	Low Cost, Superior Grip, Reliability
Special Behavior	Moderate to Heavy use; Usually used on smooth terrain	Heavy Use; Used on smooth terrain but continuously for longer period of time	Moderate Use; Used for farming purposes	Heavy Use; Used in rough terrain for continuous periodic intervals	Moderate to heavy use; Used both on rough and normal terrain
Occasion	Grudge based purchase	Primarily Time-based servicing/ replacement; Occasionally Grudge based purchase	Grudge-based purchase	Changed on requirement	Grudge based purchase; Time based servicing
Personality Characteristic	High self-involvement in purchase though might not have in-depth information	Moderate self-involvement; usually get the vehicle serviced at the same service center; loyal towards a particular brand of tyres	High self- involvement; usually have basic knowledge for the replacement of tyres;	High-involvement; Cost intensive decision; Expert Recommendations taken before working on a decision	Moderate to High involvement; may not have the know-how for choosing tyres.
Brands favored	MRF; Bridgestone; Apollo; Continental; Ceat	MRF; Apollo; Continental; MRF	Apollo Tyres	Michelin; Pirelli; Bridgestone	MRF; Bridgestone; Ceat
	CURRENT FOCUS	INITIAL FOCUS			NO PRESENCE

SEGMENTATION & TARGET MARKETS

TYPES OF TYRES

Flat-less

Cross-Ply

Radial

Tubeless

CURRENT FOCUS

B2B Industry (OEM Market)

Passenger Car
Manufacturers

Off Highway Vehicle
Manufacturers

Light Commercial
Vehicle
Manufacturers

Medium to Heavy
Commercial Vehicle
Manufacturers

B2C Industry (Replacement Market)

Passenger Car
Owners

Off Highway Vehicle
Owners

Light Commercial
Vehicle Owners

Medium to Heavy
Commercial Vehicle
Owners

CURRENT
FOCUS

Passenger Car
& Vehicle
Segment

Entry
through
OEM
companies



Extension in
Replacement
market



Targeted
towards the
Truck & Bus
Segment.

Attention
to Detail &
Quality

No
Credit
Policy

POSITIONING

Positioning Statement:

For Passenger and commercial Vehicle Owners
Our product/brand provides a wide range of tyres catering to varied needs

That provides high performance, safety and quality

Because of the Highest level of technology employed into the products and delivered at a Value for Money price

Positioning Strategy:

The strategy Apollo Tyres use is **Benefit Positioning**. They highly emphasize on the functional benefits of their tyres in their communication by stressing upon the stability, long life, high quality, high level of after sales service and long life of their tyres. They constantly stress that on their aim to ensure that every customer gets the best from their tyres.

BRAND LADDER

CORE VALUE

- Delivering Quality Product & High service level

EMOTIONAL BENEFIT

- Enjoying a Comfortable & Safe Driving Experience

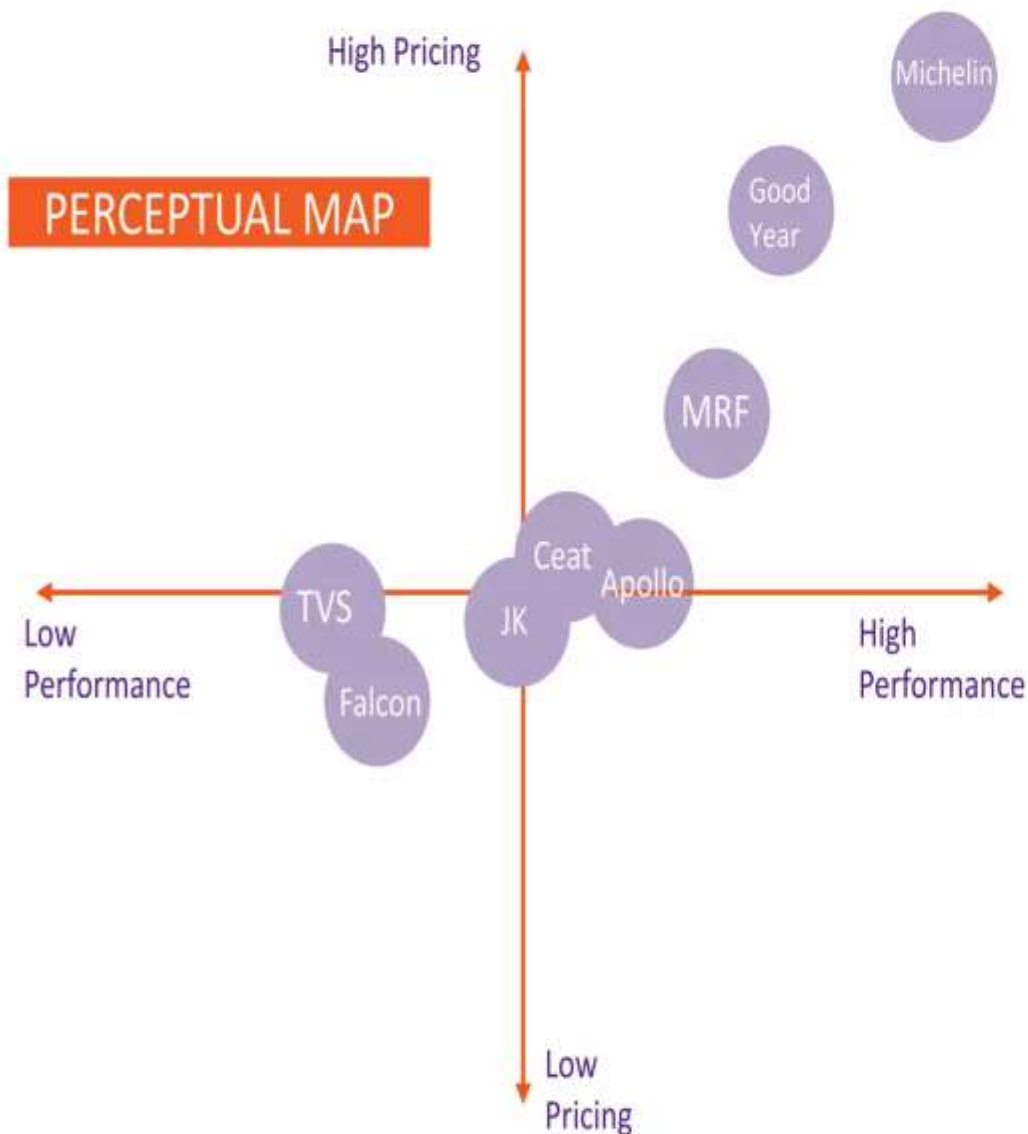
FUNCTIONAL BENEFIT

- Stability, Long Life, High Performance
- Maneuverability, Low Noise, Steering Precision

ATTRIBUTES

- Optimal gauges for supreme cushioning
- Visual Alignment Indicator on tyres
- Reinforced Tyre construction;
- Best Quality tests on supreme test drives

POSITIONING



Points of Similarity

- Diverse product portfolio.
- Huge distribution network and selling across all major markets.
- Great performance at affordable pricing.
- Various sub-brands created over different geographies of the world.

Points of Differences

- Strong product brands in its specific markets like AMAR in bus-truck segment and Amazer in Passenger car vehicles.
- Constant innovation in products, changing ahead of market trends.
- Major part of sales coming from OEM with major automobile companies like Audi, Skoda, Fiat, etc.
- Focussed on consumer's safety and comfort.

MARKETING MIX

Product

Place

Promotion

Price



POTENTIAL

Height-to-Width ratio

AUGMENTED

Rapid Acceleration,
Multi Terrain, Superior
Control at High Speeds

EXPECTED

High Elasticity, Low Steering
Force, Low
Maintenance, High Safety

BASIC

Traction, Durability, Reliability

CORE (tyre)

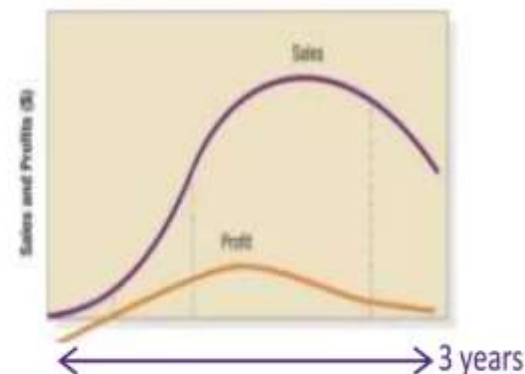
Comfortable Ride

CORE (wheel)

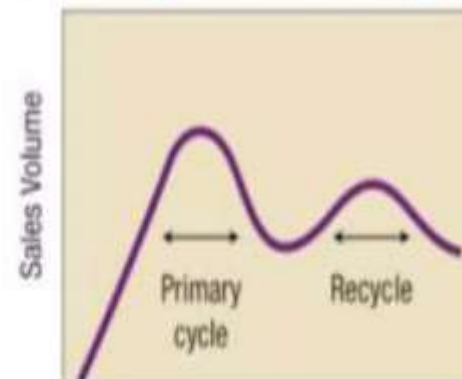
Ease of movement of a
vehicle

PRODUCT LIFE CYCLE

Most Products in Industry

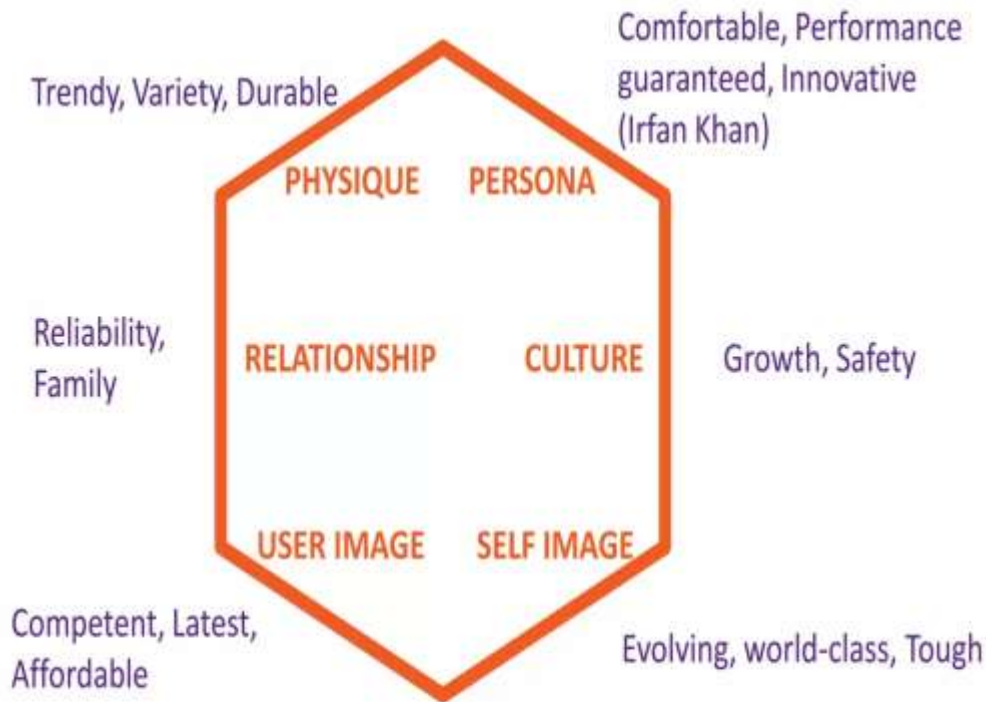


Successful products followed by revisions



BRAND POSITIONING

BRAND PRISM



HOUSE OF BRANDS



The Communication - "YOU-FIRST" + Go the Distance.

Primary focus is on consumers, their safety and great performance.

MARKETING MIX

Product

Place

Promotion

Price

PASSENGER CARS RADIAL PORTFOLIO



Acelere
Acelere Maxx



Alnac 4G



Amazer 3G
Amazer 3G Maxx
Amazer 4G
Amazer XL



Aspire
Aspire 4G



Hawkz



Quantum

OFF HIGHWAY PORTFOLIO



Krishak



Powerhaul



Dhruv

TRUCKS & BUSES PORTFOLIO



Amar



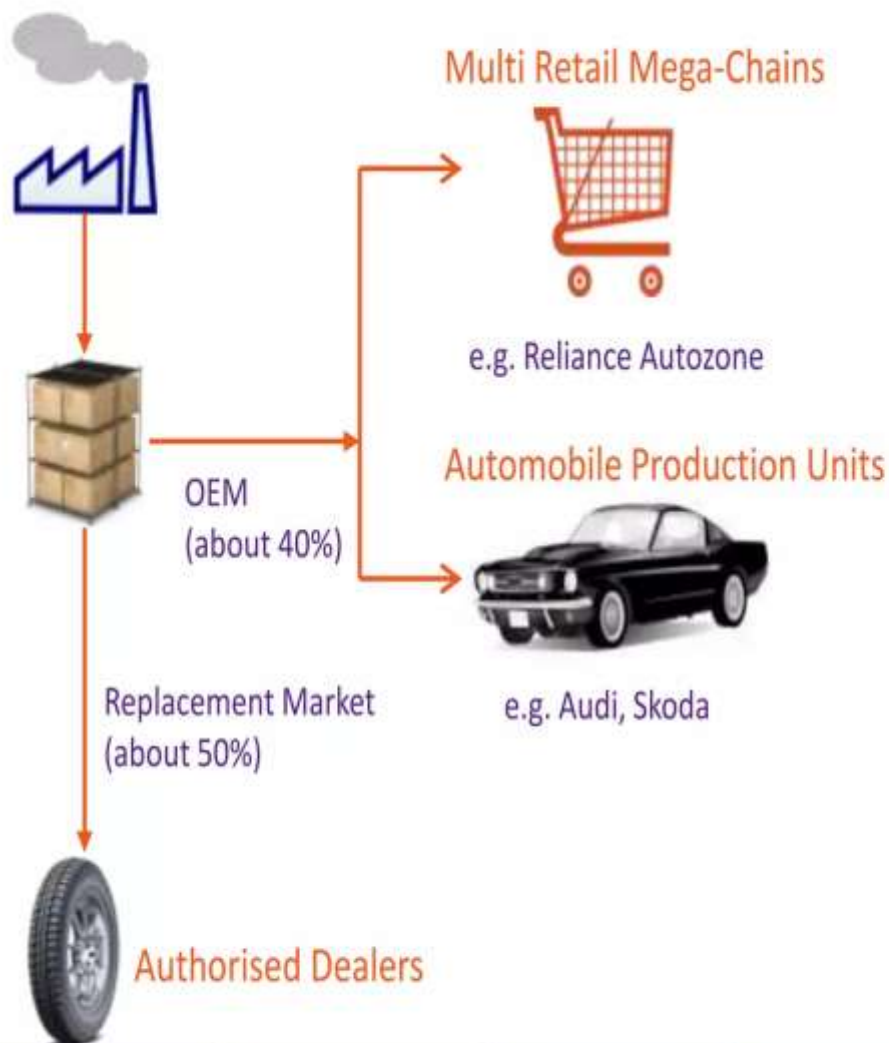
Anchor



Cargo

MARKETING MIX

Product	Place	Promotion	Price
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CHANNEL INTENSITY

- 4,000+ dealerships in India
- Incl. 2,500 exclusive outlets.
- Network of branded, exclusive or multi-product outlets.
- Branded outlets called Apollo Tyre World (for commercial vehicles) and Apollo Radial World (for passenger cars).

PUSH STRATEGY

- Initial Stages for new products.
- Driving sales for moderately successful products
- To Clear out accumulated stock of tyres

PULL STRATEGY

- Existing successful products
- New products but as an improvement of previous successful product
- Products with latest technology at value for money prices

ALTERNATIVE CHANNELS

The alternative channel being followed by Apollo is that of direct marketing to large players in Transportation business.

MARKETING MIX

Product	Place	Promotion	Pr
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MARKET

Communication is based on the consideration that their market consists of both end consumers (replacement) and also B2B channel.

MEASURE

Metrics used are response rate at consumer level and loyalty rate at OEM level.

MISSION

Mission is to strengthen their brand awareness and improvement of perception.

MONEY

About 2-3 % of company's net profit is used for advertisement and product promotion.

6M

MESSAGE

Main focus is on communicating their vision of providing best value to customers in terms of quality, durability and value for money.

MEDIA

A mix of advertising, public relations, direct marketing and relationship marketing.

Situation Analysis

Consumer Behaviour

Segmentation & Target Markets

Brand Positioning

Marketing Mix

Problems & Challenges

Recommendations

MARKETING MIX

Product Place Promotion Price

Almost all companies in the tyre industry have similarly priced products. The operating margins are maintained by cartel behaviour of the organisations which prevent excessive price wars.

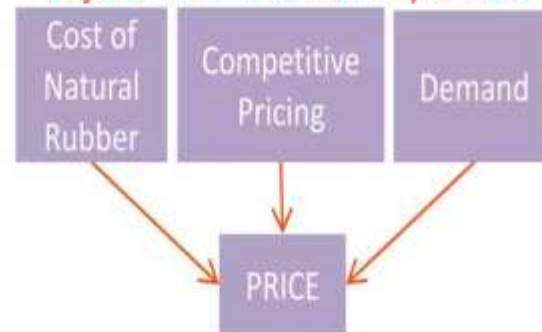
Pricing Strategy:

Providing good quality products at relatively cheaper prices.

Pricing is a mixture of Cost-based and Competitive Pricing Model

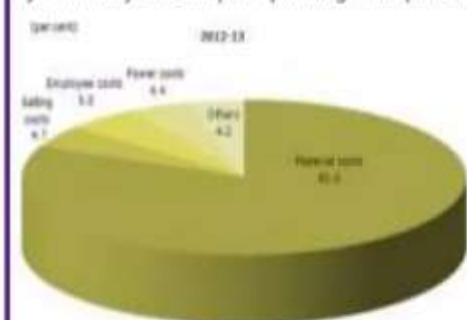
No Credit Policies for Sale. Only Cash!

Major Determinants of Tyre Price



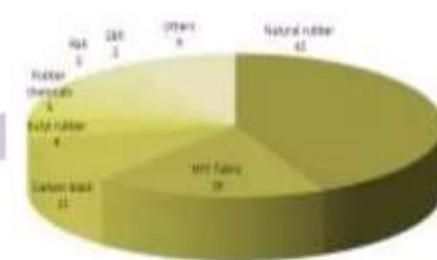
HIGH DEPENDENCE ON PRICE OF NATURAL RUBBER

Tyre industry: Break-up of operating costs (2012-13)



Material costs form 81% of total operating costs

Break-up of raw material costs



Cost of Natural Rubber forms 43% of total material costs

Tyre industry: Raw material costs versus operating profits



Low Operating Margins + High Effect of Raw Material Costs

Source: CRISIL Research

PROBLEMS & CHALLENGES

PLANNED STRATEGY: Aims to be amongst the top 10 global tyre companies by 2015-2016.

Major Challenges in implementing the planned strategy:

- Absence of a permanent presence in China.
- To target at organic and inorganic growth to enter African and Latin American markets.
- Need to set up manufacturing bases in China and ASEAN markets as it could not export more than 30% from any location considering the intensive bulkiness of the product.
- Due to stringent European market's safety standards, the only way to access technology for manufacturing regulated products is to acquire companies outside India.

Tarnishing of Brand Image

•Apollo-Cooper Deal going off-track

Apollo Tyres Ltd agreed to buy Cooper Tyre and Rubber Co. But now Apollo is having problems with the United Steel Workers' union in the US and in the Chinese joint venture, where workers are objecting to the deal.

•Involvement in price fixing allegations has impacted the company's reputation

Fined by the South African Competition Commission in January 2012 for indulging in price fixing and price hike and in 2011 by the Competition Commission of India (CCI) for possibility of cartelization in the Indian tyre industry.

Increasing Competition

- Threat from cheap Chinese imports, especially in price-sensitive replacement market.
- Entry of MNCs such as Goodyear, Bridgestone and Michelin .



PROBLEMS & CHALLENGES

Supply Chain related Challenges: Integrating IT and Innovation

- The critical supply chain component where IT can help is fitting RFID tags onto tyres. It will not only help tracking the tyres within the supply chain but will also be helpful as an after-sales tool.
- People are no longer buying tyres but leasing them. Hence, the concept of cost per-kilometre. This was an initiative started by Apollo which still poses a big challenge ahead.

Lack of presence in two and three wheeler tyre segments : Untapped market

Labour unrest and lockouts – impact on financials and production

- In October 2012, the company faced a 19-day strike at its Waghodia plant in Gujarat, workers demanding the recognition of a new union affiliated to the Bhartiya Mazdoor Sangh (BMS).
- Also, Apollo's Perambra plant based in Kerala, witnessed a production halt.

Business Challenges:

- Tyre is a difficult product from a brand loyalty perspective. When it comes to commercial vehicles (trucks, fleet, and light commercial), performance and efficiency play a huge role. For passenger cars, on the other hand, it is more of brand recall, at least in the Indian market.
- In the last two years, Apollo Tyres has moved towards a very high degree of customer centricity. The efficiency of supply chain—including manufacturing and distribution—lies in its ability to influence the customer.
- Also, once the acquisition of Cooper Tyre & Rubber Company fructifies, the US market will bring its own challenges for the next two to three years with a different set of challenges and solutions.



RECOMMENDATIONS

- 1) Apollo should devise a strategy to **enter the two-wheeler market** as there is a huge market size which it has not been able to tap currently.
- 2) Apollo should utilize its current brand awareness and the present market opportunity **to become a global brand and improve its brand perception on similar lines**. If Cooper deal is finalized successfully, it will provide a great push for this.
- 3) Apollo should **increase its spend on advertising and promotion**, as currently the major mean of communication is by word of mouth. They should be more aggressive in their product promotion.
- 4) Apollo should be **more flexible in its credit policies**, to cater to the changing market behaviour. Currently they follow strictly no-credit policy. This will also allow them to bag the opportunities of various big government contracts.
- 5) Apollo should capitalize more on its points of differences (PODs). Specifically speaking, they **should tie-up with more OEMs** and help themselves achieve a more wider market share. Also at the same time improve their brand awareness.
- 6) Should invest in researching for **alternate materials in place of natural rubber** to significantly reduce material costs.
- 7) One other major point to be considered while planning their future expansion strategy will be to aim for **low-cost production facilities** to help overcome the increasing competition from less expensive products.



REFERENCES

- CRISIL Research
- Apollo Tyres Website
- Industry Insights from Mr. Jeetpal Singh Bisht (Apollo Tyres, Andheri (W))
- Customer Survey of 26 Respondents in Age group 25-60 yrs owning a 4-wheeler and having a prior experience of tyre purchase.
- CIO.in
- IndiaInfoLine Website (IIFL)
- Business Today
- FirstPost

THANK YOU

