

March 16, 2017

Apollo Tyres' Satish Sharma elected ATMA Chairman

At today's Board Meeting of ATMA or the Automotive Tyre Manufacturers' Association, the apex body of the Indian tyre industry, **Satish Sharma, President, Asia Pacific, Middle East & Africa (APMEA), Apollo Tyres Ltd**, was unanimously elected as the next **Chairman of ATMA**.

Having completed two decades at Apollo Tyres, Satish has held important portfolios including that of Chief Marketing Officer and Chief of Indian Operations, before being appointed as the President, APMEA in early 2014. He is also a member of the company's Management Board.

Set up in 1975, ATMA is amongst the most active national industry bodies in the country representing Rs 53000 crore (US\$ 8 billion) automotive tyre industry. Eleven large tyre companies comprising a mix of Indian and International tyre majors and representing over 90% of production of tyres in India are members of the Association. ATMA members include Apollo Tyres, Birla Tyres, Bridgestone India, Ceat, Continental India, Goodyear India, JK Tyre & Industries, Michelin, MRF, TVS Tyres and Yokohama.

ATMA is a key link between the tyre manufacturers and the Government and assists in relevant policy formulation on the tyre industry. It regularly publishes industry data and brings out status notes on various industry issues. ATMA is governed by a Managing Committee which is assisted by expert groups in areas like Marketing, Exports, Purchase of Raw Materials, Taxation and Technical.

(ends)

For further details contact:

ROHIT SHARAN, +91 124 2721000, rohit.sharan@apolloytyres.com

About Apollo Tyres Ltd

Apollo Tyres Ltd is an international tyre major with manufacturing units in India and the Netherlands. It is setting up a new manufacturing facility in Hungary. The company markets its products under its two global brands – Apollo and Vredestein. Apollo is a leading brand in India and Vredestein is a premium brand in Europe. The company's products are available in over 100 countries through a vast network of branded, exclusive and multi-product outlets.

Apollo Tyres Ltd., 7 Institutional Area, Sector 32, Gurgaon 122001, India, T: +91 124 2721000

www.apolloytyres.com | <https://www.facebook.com/ApolloTyresLtd> | www.linkedin.com/company/apollo-tyres-ltd.