

October 26, 2015

Apollo Tyres increases its focus on the growing Middle East market

Aims to capture market share in Jordan

Showcasing its increased focus on the growing Middle East market, Apollo Tyres, a leading tyre major, inaugurated not one, but two new Apollo Zones -- company's branded retail outlets -- in Amman, Jordan. While one of the Apollo Zones was inaugurated by HE **Anil Trigunayat, Ambassador of India to Jordan**, the other one was inaugurated by **Sujay Srivastava, Head, Apollo Tyres Middle East** and the **Proprietor, The Ideal for Import and Export, Wael Qawasmi**.

The Apollo Zones have been opened in association with **The Ideal for Import and Export**, one of Jordan's oldest wholesalers and retailers of tyres. These outlets are designed to provide customers with an enhanced retail experience and a better feel for the brand and products on display, including passenger car, truck-bus and agriculture tyres.

Commenting on the inauguration, **Satish Sharma, President, Asia Pacific, Middle East & Africa (APMEA), Apollo Tyres Ltd** said, "The growing passenger vehicle segment of Jordan, along with the entire Middle East region, has a lot of potential for us. The 13 year old partnership with The Ideal for Import and Export has enabled us to secure a strong customer acknowledgement for our products. We aim to have a larger mind space with the customers in the 100,000 a month tyre market in Jordan. The Apollo Zones will help us increase visibility for the Apollo brand, and will endear us further for the consumers, as they experience our world-class products and services."

The Apollo Zones, follow a modern up-market retail format for selling tyres -- ensuring ample visual appeal, comfort and convenience to customers, and providing an opportunity to learn about the product's applications and performance before making the final purchase. They, thus, bridge the gap between tyres being a low involvement category product and the need for expert guidance, to enable customers to buy the right tyres, suited to their vehicle, driving style and usage.

With the opening of these two Apollo Zones in Jordan, Apollo Tyres now has 5 such branded retail outlets in the Middle East region.

(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 manufacturer and the leading tyre brand in India. The company has a total of 5 manufacturing units in India and The Netherlands. It is setting up a new manufacturing facility in Hungary, with a planned investment of €475 million. 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.

Apollo Tyres Ltd., 7 Institutional Area, Sector 32, Gurgaon 12001, India, T: +91 124 2721000

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

