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## Apollo Tyres launches concept retail outlet in Dubai

### First Apollo Super Zone outside India, marks next step in regional growth strategy

Leading Indian tyre major, Apollo Tyres, launched its first premier branded retail outlet in the region, the **Apollo Super Zone in Dubai**. Designed to provide customers with an enhanced retail experience and a better feel for the brand and its products, the Apollo Super Zone is located in Al Qiyada, near the Dubai Police General Headquarters and is operated by Middle East Tyres LLC, Apollo Tyres' business partners. The Apollo Super Zone was inaugurated by **Chairman of Apollo Tyres, Onkar S Kanwar**.

Apollo Tyres' foray into specialised retail outlets is part of the US\$2 billion company's ongoing expansion strategy for the Middle East region, which already provides around 30% of its export earnings out of India. Apollo Tyres already enjoys a considerable presence in the region through its distributors and business partners spread across 14 countries, which has been enhanced considerably by the establishment of a regional headquarters in Dubai, almost a year ago.

"The launch of the Apollo Super Zone in Dubai, the first of its kind outside India, underlines the importance of Dubai as a regional commercial hub and as a focus of our Middle East operations," said **Satish Sharma, Chief, India Operations, Apollo Tyres Ltd**. "The launch of the concept store is the next stage of our progress in the region building on the success of our Dubai headquarters. The Super Zone will enable us to interact more closely with our customers and get a better feel for the unique requirements of this market," he added.

The Apollo Super Zone is a premier branded concept store spaciouly designed laid to allow customers to browse through various ranges of Apollo products on display and learn more about the brand and its development with the aid of the highly-trained staff in attendance. The store is designed to allow customers a premium retail experience and comes complete with a play area to keep accompanying children occupied.

Apollo Tyres Ltd has a range of specialised concept retail formats which range from a Super Zone, the largest format, to Apollo Zones and the Apollo Points, which are scaled down versions inspired by the shop-in-shop concept. Currently the company has two Super Zones, 25 Apollo Zones and 44 Apollo Points spread out across India.

Apollo Tyres' office in Jebel Ali is the company's largest office outside its operations in India, Southern Africa and The Netherlands. This functions as the reporting hub for its employees operating in Iran, Saudi Arabia and Turkey. Apollo Tyres also maintains considerably warehousing facilities in Dubai in order to expedite the regional supply chain.

Apart from an office, the company has also taken up an expandable 10,000 square feet of warehousing space in Dubai, to stock its tyres locally for speedy demand fulfillment in the region. This also enables Business Partners to have low inventories, cutting down on stocking costs; the ability to pay in local currency with no bank charges, and of course faster demand fulfillment to the end customer.

"The office, network of employees and local warehousing facility will allow us to address customer demands effectively; while our entire range of tyres tuned to this market, along with our service proposition, will allow us product leadership over time," mentioned **Satish Sharma, Chief, India Operations, Apollo Tyres Ltd**.

Apollo Tyres has already invested around US\$ 2,50,000 in creating appropriate permanent infrastructure for its business needs in Dubai; and is projecting investments and expenses of around US\$ 1.5 million on an annual level, starting last year.

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**About Apollo Tyres Ltd**

Apollo Tyres Ltd is a high-performance company and the leading Indian tyre manufacturer. It is built around the core principles of creating stakeholder value through reliability in its products and dependability in its relationships. The company has four manufacturing units in India, four in Southern Africa and one in the Netherlands. Apollo's subsidiary companies are Apollo Tyres South Africa Pty Ltd (previously known as Dunlop Tyres) and Apollo Vredestein BV in the Netherlands. India, South Africa and Europe are the company's three domestic markets from where products are exported to over 70 countries. In each of the domestic markets the company operates through a vast network of branded, exclusive and multi-product outlets.

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