

New Identity, New Vision, New Purpose for Apollo Tyres Ltd

Company sets path for the future with new vision and identity

June 18, 2021: Apollo Tyres Ltd today unveiled its new corporate identity and vision '**Driving Progress, Together**' setting the path for the next five years. As a parent company for both the Apollo Tyres and Vredestein Tyres product brands, Apollo Tyres Ltd is committed to bringing together a global community and fostering a diverse and inclusive culture, that powers innovation to transport, both its business and society forward.

This vision is supported by the organisation's purpose, 'Enabling Excellence', a belief that excellence should be universally accessible, and the company's role is to connect people globally to the tyres, tools and support they need to reach their potential.

Commenting on the need for the new identity, **Neeraj Kanwar, Vice Chairman & MD, Apollo Tyres Ltd** said "Our industry is going through a sea change, and with the increasing rate of transformation in key areas of our business, it is time for us to embrace that change. Our ambition is brought to life in our new identity. A company which has been built on strong foundations, relies on the creativity and energy within the organisation to forge ahead."

With this corporate identity, the company has built a new purpose and vision for the whole organisation that everyone can identify with. The current Apollo Tyres logo will continue as the identity for the product brand – retaining the strength of the brand equity already established over many years. The exciting new identity unveiled last year for the Vredestein Tyres brand, building on its European heritage, will continue as well.

The five key pillars to realise the company's 5-year vision are Digitalisation, Technology & Innovation, People, Brand and Sustainability. With the global pandemic accelerating the pace of digitalisation, and several changes in the industry including electrification and autonomous driving, this is a key focus area for the company as it continues to grow. In addition, the increased focus on EVs, autonomous driving, VR and use of AI to improve safety and sustainability, will make Technology a key pillar for Apollo Tyres Ltd. Multi-cultural and diverse teams have better business outcomes and are more likely to be innovative and agile, and hence People become one of the key pillars for the company. Brand will continue to be a key focus area for the company as it aims to further strengthen its two product brands – Apollo Tyres and Vredestein Tyres. With the target of being carbon neutral going forward, Sustainability is critical to business success, increasing the use of renewable materials and reduction in waste being key goals.

The new corporate identity has been created by London-based design-led creative company Jones Knowles Ritchie.

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About Apollo Tyres Ltd

Apollo Tyres Ltd is an international tyre manufacturer and the leading tyre brand in India. The company has multiple manufacturing units in India and a unit each in The Netherlands and Hungary. 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.

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