

Apollo Tyres amongst the first few tyre makers to align with GPSNR policy framework

Company releases its first natural rubber policy document

September 23, 2021: Apollo Tyres Ltd, the leading tyre manufacturer, has released its first natural rubber policy document that is fully aligned with the policy framework of the Global Platform for Sustainable Natural Rubber (GPSNR), and is amongst the first few companies to do so.

Supplementary to the Apollo Partnership Pact (APP), the Apollo Sustainable Natural Rubber (ASNR) policy has achieved greater clarity on the 8 policy components of commitment to legal compliance, healthy functioning ecosystems, respecting human rights, community livelihoods, increased production efficiency, supply chain assessment and traceability, monitoring & reporting and driving effective implementation of all these components.

ASNR policy has created a solid foundation of navigating company's business activities while balancing the environmental, social and human right aspects of natural rubber supply chain, with the collaboration of the stakeholders involved. Through the execution of this policy, together with the implementation guidance and baseline reporting requirements, Apollo Tyres will be able to commit to building a sustainable natural rubber supply chain.

Apollo Tyres, in its recently unveiled 5-year vision of 'Driving Progress, Together' has identified Sustainability as one of the key pillars for the company, and has a target of being carbon neutral going forward.

GPSNR was founded by the World Business Council for Sustainable Development (WBCSD)'s Tyre Industry Project (TIP) involving various stakeholders like natural rubber farmers, traders and processors, tyre manufacturers, other rubber product manufacturers, car manufacturers and civil service organisations.

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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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