

Apollo Tyres' CV Zones gets TUV – IRF certification

An industry first initiative, to enhance consumer's confidence and experience

July 15, 2021: In an industry first initiative, the highly specialised 50 Apollo CV Zones, received the coveted TUV – IRF certification, which is globally recognised and respected as a trusted symbol of quality, safety and sustainability. This certification will ensure standardised service delivery across all the 50 Apollo CV Zones pan India.

While for the customer, this is a win-win situation, as the TUV – IRF certification of an outlet means that they will get premium service across all locations, for the Business Partners, this certification will help in increased footfall at their outlets. The certification also ensures the availability of certified technicians, delivering process-oriented services, which are safe and efficient, leading to reduced time taken for service delivery.

Speaking on this, **Satish Sharma, President, Asia Pacific, Middle East & Africa (APMEA), Apollo Tyres Ltd** said, "As the leader in the commercial vehicle category in India, we want to ensure that our biggest customers are able to extract the maximum out of our products, and they do get standardised service across locations. This will help bring down their operational costs and enhance their experience. With changing market dynamics and newer vehicle platforms, consumers also need to be guided through their tyre purchase decisions."

Apart from providing application-based tyre recommendation, the Apollo CV Zones are equipped with state-of-the-art facilities including a computerised tyre alignment machine, automatic tyre changer and nitrogen inflator. These certified branded retail outlets offer end-to-end tyre related services for the trucks and buses, which reduce customer's maintenance costs and fuel consumption. Considering the development in the dynamics of the vehicle platform, the Apollo CV Zones also have a training centre to guide the customers through their tyre purchase decisions.

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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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