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E-commerce portal for passenger car and two-wheeler tyre customers launched

Based on 'buy online, fit offline' model

India's leading tyre manufacturer, Apollo Tyres today launched an e-commerce portal shop.apollotyres.com for passenger car and two-wheeler tyre customers in India. This will work on the 'buy online, fit offline' model, where consumers can purchase their chosen tyre online and book an appointment with Apollo Tyres' dealer nearest to their location, to get the tyres fitted and serviced.

The company is starting this service today for customers based in Delhi NCR, Bengaluru, Mumbai and Kochi, which will soon be expanded to other cities across the country. This e-shop is a direct response from the company towards increase in customer search queries to buy tyres online, especially during the past few months of the pandemic. The customers can enjoy the smooth online shopping of Apollo's tyres, with the confidence of getting them installed by an expert at the trusted local retailer.

Commenting on the launch of e-commerce portal, **Satish Sharma, President, Asia Pacific, Middle East & Africa (APMEA), Apollo Tyres Ltd** said, "As a leading player in the Indian market, this launch symbolises the next step in our growth journey in India and our commitment to respond to customer needs. This e-commerce platform will offer the consumers with a seamless online shopping experience, in addition to enabling an incremental growth for the local retail partners. We believe that this will further expand our reach and help us acquire new customers in both passenger vehicle and two-wheeler tyre segments."

The customers using Apollo Tyres' e-commerce portal will have the advantage of understanding the features of the tyres, which are best suited for their vehicle, and compare them as well, before finalising their purchase. The company, on the other hand, will provide the necessary guidance and support to the customers throughout the lifecycle of the product. The pricing of products and services will be uniform and transparent across channels, along with easy pay options -- online payment instruments, including EMIs, and cash-on-delivery -- for the benefit of the customers.

Customers can choose from Apollo Tyres' extensive dealer network for the fitment of tyres purchased online, for which the appointments will be booked through the online portal. The company will be offering technical support through a 24x7 call centre to help customers in their buying journey, for example, tyre comparisons and selection. To promote the use of this e-commerce portal, Apollo Tyres would be providing auxiliary services like wheel alignment and nitrogen filling free-of-cost to online customers for a limited time.

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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 manufacturing units in India, 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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