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Apollo Tyres introduces its two-wheeler tyres in Bangladesh

Becomes a full range player in the South Asian nation

Leading tyre maker, Apollo Tyres, which has an annual turnover close to US\$ 2 billion, introduced its two-wheeler tyres in the South Asian nation of Bangladesh. With company's other product ranges doing well in this market, it has become a full-range player in the country. Rajesh Dahiya, Group Head, Sales (India, SAARC & Oceania), Apollo Tyres Ltd and Mohamed Ismail, Chairman, Rahimafrooz Distribution Ltd unveiled Apollo's two wheeler tyres in the presence of company's business partners and customers.

Apollo Tyres is looking to capitalise on Bangladesh's growing two-wheeler sales, which has gained momentum after the Government reduced the import duty on two-wheelers in completely knock down (CKD) versions, and is currently pegged at 2 million vehicles a year market. With Apollo's passenger vehicle and commercial vehicle tyres being well accepted in the Bangladeshi market, it contributes more than 25% of the company's exports to SAARC countries.

As the roads and vehicles in Bangladesh are very similar to that of India, where Apollo Tyres enjoys leadership position in various product categories, the company plans to use its Indian experience on the kind of tyres, services and training required, to allow the two-wheeler owners in this country to maximise on products' performance.

Rahimafrooz Distribution Ltd, led by Mohamed Ismail, is the sole distributor for Apollo Tyres in Bangladesh, since its introduction in this country in 2010.



For further details contact:

ROHIT SHARAN, +91 124 2721000, rohit.sharan@apolloytyres.com

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.

Apollo Tyres Ltd., 7 Institutional Area, Sector 32, Gurgaon 122001, India, T: +91 124 2721000

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