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ONLINE FILING

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March 7, 2016

The Secretary, National Stock Exchange of India Ltd., Exchange Plaza, Bandra-Kurla Complex, Bandra (E), Mumbai - 400 051	The Secretary, BSE Ltd. Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai – 400001.
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Dear Sirs,

Sub: Media Release

Please find enclosed herewith a copy of the communication being released to the media relating to Company's foray into Two-Wheeler Tyre segment.

The same is also being uploaded on the website of the Company at www.apolloyres.com.

Submitted for your information & records.

Thanking you,

Yours faithfully
For APOLLO TYRES LTD.


(SEEMA THAPAR)
COMPANY SECRETARY

Encl : as above

March 7, 2016

Apollo Tyres forays into the two-wheeler tyre segment

Unveils 'Apollo Acti' series tyres for Motorcycles and Scooters

Taking forward its legacy of offering best-in-class tyres for passenger and commercial vehicles, Apollo Tyres Ltd today announced its entry into the two-wheeler tyre segment in India. All-new **Apollo Acti** series two-wheeler tyres were unveiled today by the company. Designed and developed at the company's Global R&D Centre in Chennai, Apollo Acti series for bikes and scooters, would cover nearly 85% of the replacement market for two-wheeler tyres in India.

Commenting on the development, **Onkar S Kanwar, Chairman, Apollo Tyres Ltd** said, "This is a milestone for Apollo Tyres as the entry into the two-wheeler segment makes the company a full-range player. The presence in the two-wheeler segment will help the company cement its leadership position in India. The Apollo Acti series will provide the best value proposition to our customers along with an enjoyable driving experience."

The two-wheeler category, which is growing at a CAGR of 8.5% in India, has a huge potential for tyre manufacturers. As per rough estimates, India currently has 120 million two-wheelers. This, in addition to the demand from the business partners for the company's two-wheeler tyres, led to Apollo Tyres' foray into the two-wheeler tyre segment.

Speaking at the launch, **Neeraj Kanwar, Vice Chairman & Managing Director, Apollo Tyres Ltd** said, "Our R&D and product team have spent over 2 years in developing the two-wheeler tyres, which are best suited for the diverse Indian road conditions. Like always, we have tried to introduce a product range which will delight our customers and allow them to have a seamless and enjoyable riding experience."

The Apollo Acti series tyres are capable of excellent dry and wet braking besides having very high levels of cornering stability which becomes essential in Indian driving conditions. Designed with primary focus on grip, safety and comfort, these tyres are robust with optimally oriented tread blocks and grooves for ultimate grip and high speed cornering performance. Made with new age polymers-based high mileage tread compound, these tubeless and tube type tyres have stress free casing structure with extra protection at tread and bead area.

The exciting range of Apollo Acti series tyres will be available for sale immediately at Apollo authorised business partners in all the major markets across the country.

Motorcycle Rear Tyres

Apollo Tyres is launching 3 patterns for rear application for motorcycles, **actiGRIP R1** and **R2** in block pattern, and **actiZIP R3** in directional pattern. The block pattern designs cover different applications, such as on-off road and urban & highway in different climatic conditions. Rear tyres being the most important ones responsible for providing safety through straight grip and leaning grip for cornering stability at high speeds, the tread blocks and grooves are optimally oriented for better dry and wet grip.

Directional pattern actiZIP R3 is designed for wet and dry grip in highway application. This tyre also offers better stability during high speed biking.



Motorcycle Front Tyres

The company is launching 3 patterns for front application in motorcycles, **actiSTEER F1** in straight rib pattern and **actiZIP F2** and **F3** in directional patterns. For front tyres, maximum emphasis has been given to enhancing the handling and overtaking capabilities, in addition to other features like braking stability and straight ahead stability, along with comfort.

Scooter Tyres

Apollo is introducing 2 directional patterns for front and rear application in **actiZIP S1** and **S2**, and 2 block patterns for rear application in **actiGRIP S3** and **S4**. Directional patterns are for precise steering control and cornering along with an excellent tread mileage and road holding characteristics. Block patterns are for superior traction on all terrain applications. These tyres also ensure enhanced traction in sand and muddy surface with excellent mileage.