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ATL/SEC/21

June 14, 2016

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

Dear Sirs,

Pursuant to Regulation 30(6) and 46(2) of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find attached herewith the presentation made today at "Global Investor Conference" organized by JP Morgan at Frankfurt.

The presentation is also uploaded on the website of the Company i.e www.apollotyres.com.

Submitted for your information and records.

Thanking You

Yours Sincerely

For APOLLO TYRES LTD.

A handwritten signature in black ink, appearing to read "Seema Thapar".

(SEEMA THAPAR)

Company Secretary

• • • go the distance

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INVESTOR PRESENTATION



June- 2016

DISCLAIMER



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You acknowledge that you will be solely responsible for your own assessment of the market and the market position of the Company and that you will conduct your own analysis and be solely responsible for forming your own view of the potential future performance of the business of the Company. None of the Company's securities may be offered or sold in the United States without registration under the U.S. Securities Act of 1933, as amended, or pursuant to an exemption from registration therefrom.



KEY OPERATING RESULTS



Improvement in Profitability

	FY 2015	FY 2016	YOY Growth (Value Basis)
Net Sales (Rs Bn)	127.3	117.1	-8.0%
EBITDA^	15.2%	16.8%	1.9%
EBIT^^	12.1%	13.2%	0.1%
PAT	7.7%	9.3%	11.8%

- **Sales impacted** by Euro depreciation & restructuring of SA operations
- **Profitability has improved** on account of raw material prices softening

Notes:
^ EBITDA without other income & exceptional items
^^ EBIT without other income & exceptional items

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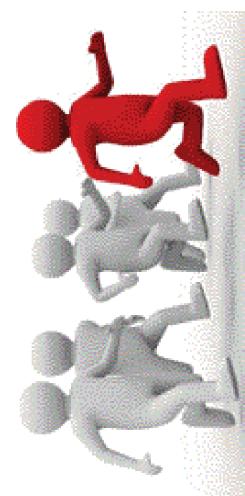


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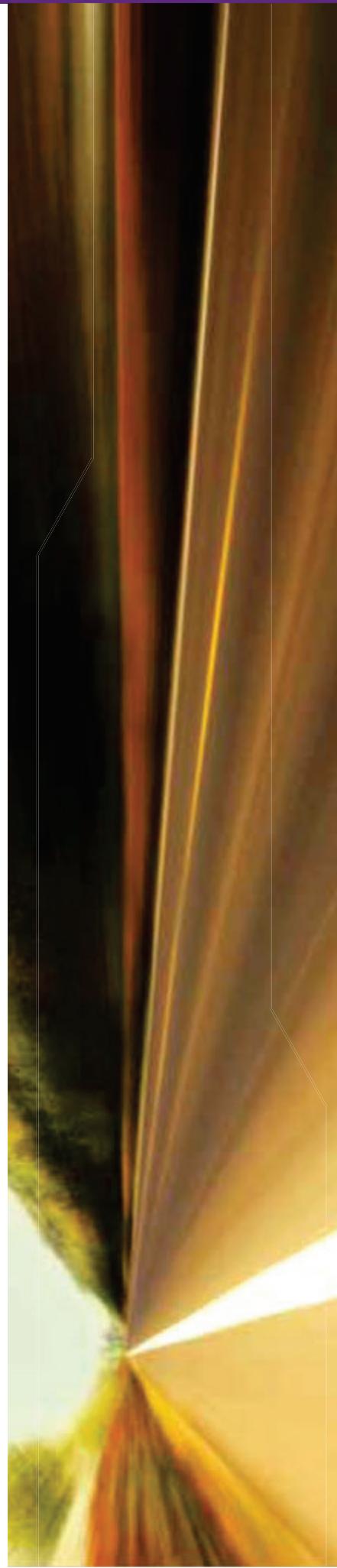
4 FINANCIAL OVERVIEW



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INTRODUCTION



OVERVIEW



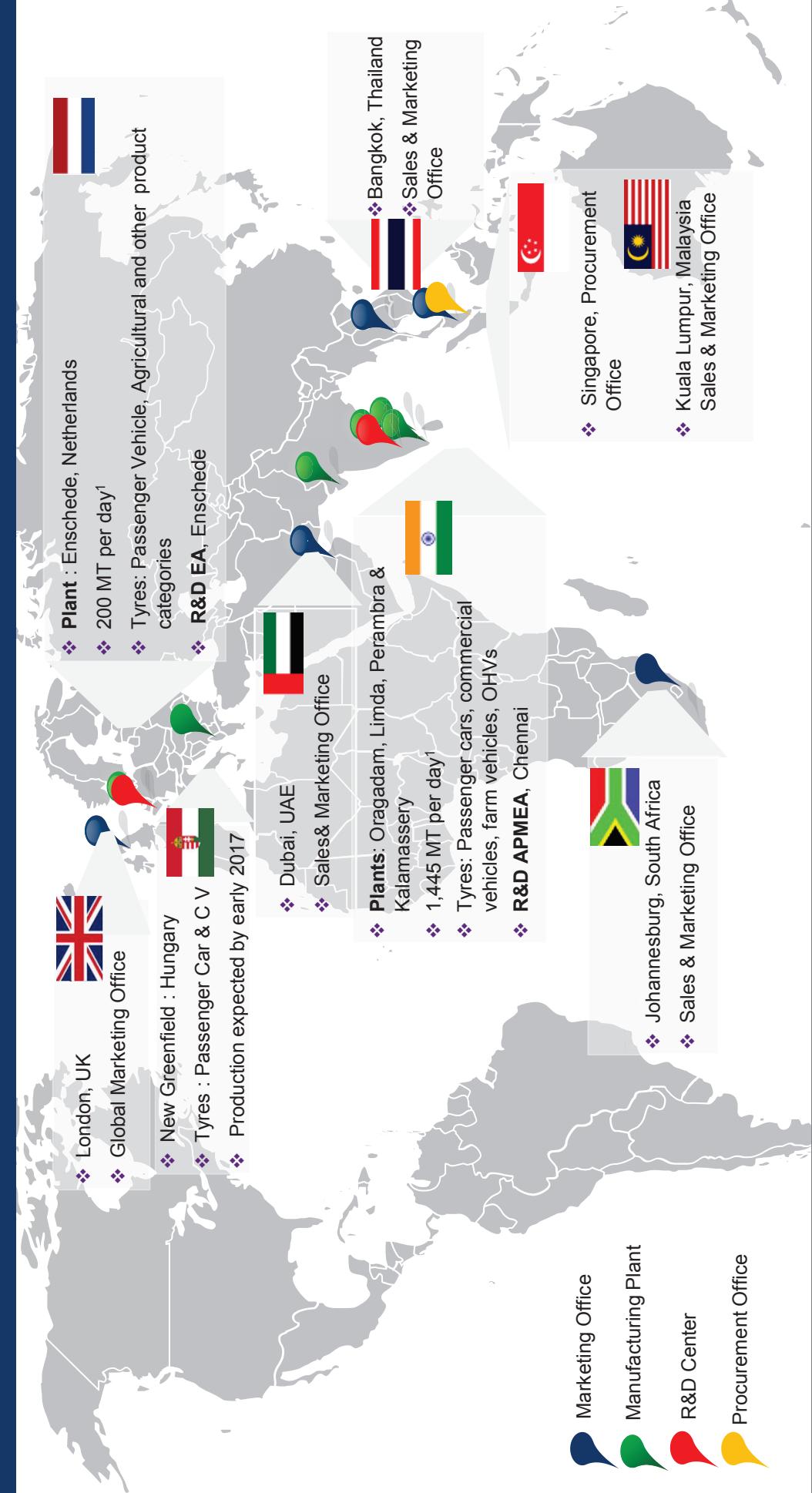
Notes:
(1) 1US\$ = 65.54 INR, based on average exchange rate for FY16 as per www.o&a.com
(2) Consolidated financials; FY refers to financial year ended 31 March
(3) EBITDA without other income & exceptional items
(4) As per ATMA data for 3M FY 2016
(5) Average for FY 2016 for India & Europe plants
(6) As of 31st March 2016
(7) Including contractual workers



GLOBAL PRESENCE WITH PROXIMITY TO BOTH DEVELOPED & DEVELOPING MARKETS



Sales To More Than 100 Countries World Wide



Global presence helps in balancing business growth

Notes:

(1) Average for FY 2016
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MANAGEMENT STRUCTURE



Onkar S Kanwar
Chairman & Managing
Director



Neeraj Kanwar
Vice Chairman & Managing
Director



Sunam Sarkar
President & Chief
Business
Officer



Satisch Sharma
President, APMEA



Mathias Heimann
President, EA



Robert Steinmetz
Advisor



Francesco Gori
Advisor for Strategy



K Prabhakar
Chief Projects



P K Mohamed
Chief Advisor, R&D



Peter Snel
Chief, R&D EA



Pedro Matos
Chief Quality Officer



Markus Korsten
Chief Manufacturing
Officer



Gaurav Kumar
Chief Financial Officer

Martha Desmond
Chief Human Resources
Officer

Highly experienced team with average tenure of over 10 years in Apollo Tyres

KEY COMPETITIVE STRENGTHS



Leading Manufacturer



One of India's leading tyre manufacturers growing into a global tyre group

Diverse Portfolio



Well positioned multi-brand strategy, with diverse product offering, supported by extensive International distribution network

R&D Focus



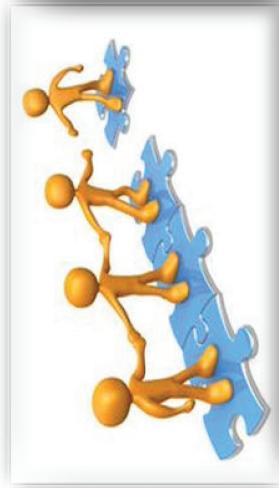
Strong focus on R&D & testing capabilities

Global Presence



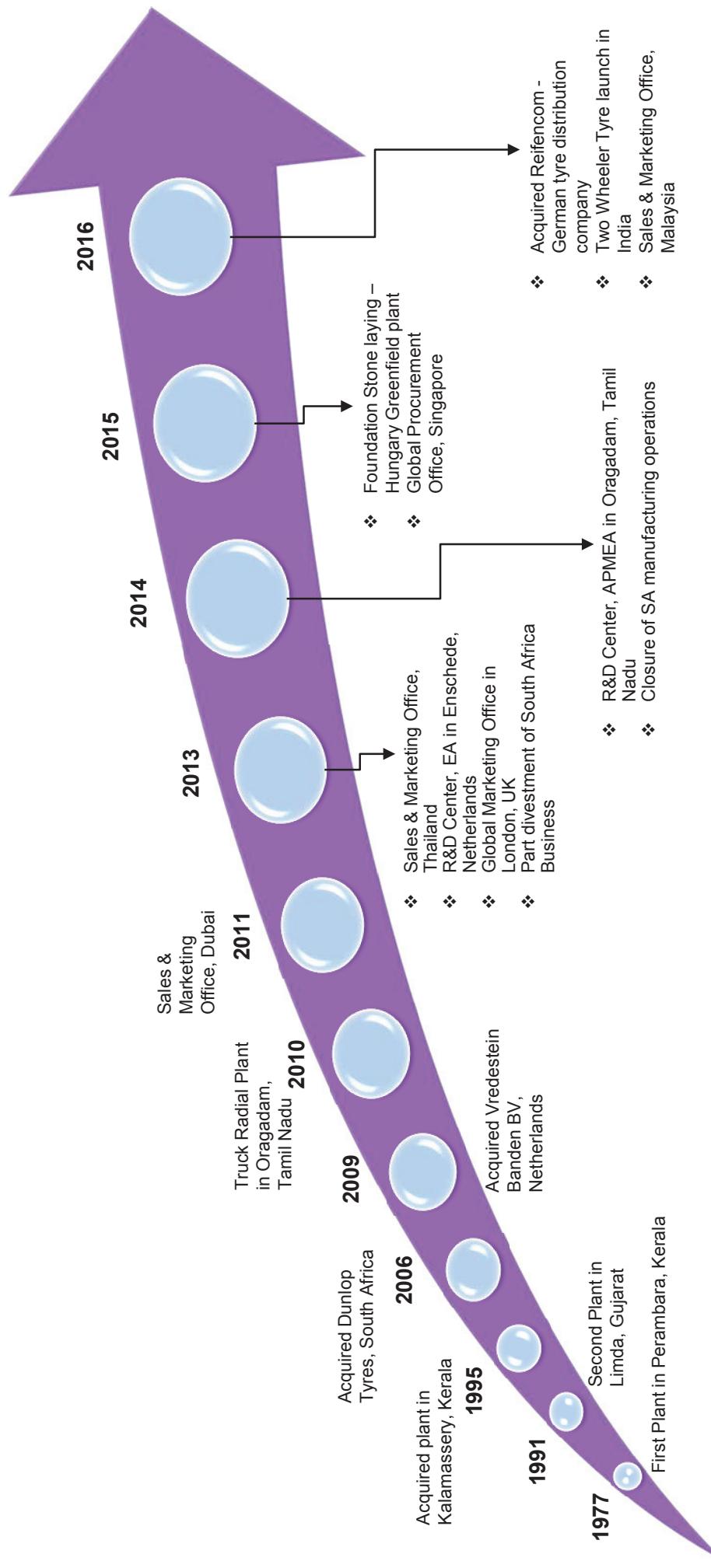
Global presence with proximity to growth & profit pool markets

Proven Success



Proven success in pursuing strategic growth

KEY MILESTONES



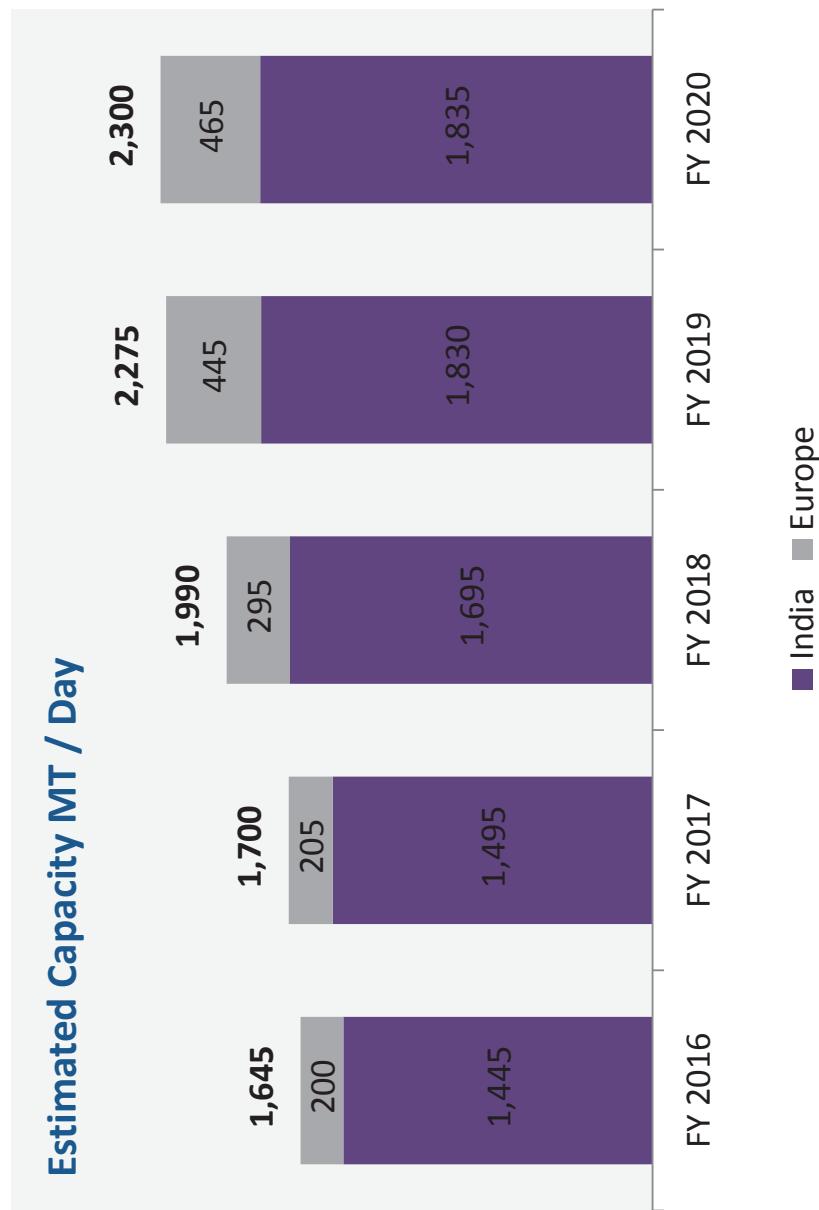
Apollo's growth is driven by a well thought strategy of organic and inorganic initiatives



CAPACITY RAMP UP



Enhancing capacities through greenfield and brownfield expansions to cater to rising demand globally



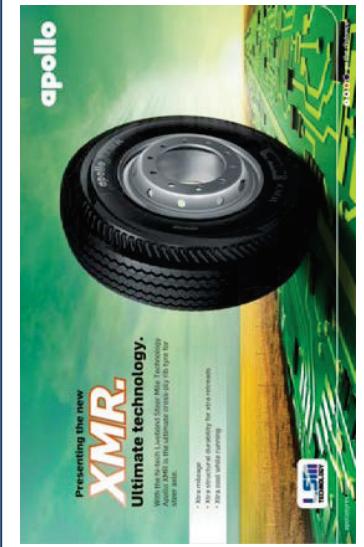
STRONG R&D AND TESTING CAPABILITIES



- Focus on New Product Development to Grow Market Share
- Research of new transportation solutions with lowest possible impact on environment
- Partnered with various technical bodies, universities & OEM partners across the world

Commercial Vehicle (CV)
R&D Centre,
Chennai, India

- Developed market leading brands in truck radial & cross-ply categories for India
- Developed superior compounds for Mileage, Rolling Resistance & cut chip resistance
- Launched the new XMR with LiveBond Steer mile technology in India: We believe it offers customers lower cost of ownership & more total tyre life



Passenger Vehicle (PV)
R&D Centre,
Enschede,
Netherlands

- Proven history of manufacturing expertise & innovation
- Developed 'Spacemaster', a collapsible spare tyre for high end cars
- Launched the variable front spoiler made with a specially developed EPDM rubber for the European market that we believe helps in improving high speed handling & fuel efficiency
- Focus on sustainable material research: Development of the production chain of natural rubber & Inulin from Russian dandelions & use of reprocessed material as a replacement for natural rubber



STRONG R&D AND TESTING CAPABILITIES (2/3)

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Track Record Of Launching Innovative Products

Apollo "Vorbildlich" in winter tyre test 2015



apollo Alnac 4G winter

High performance winter tyre.
215/65 R 16

"Very good on snow with the best lateral cornering properties."

"Good grip on wet and dry roads."

"Favourable price."



Apollo Nr 2 in all season tyre test 2015



apollo Alnac 4G All Season

High performance all season tyre.
215/65 R 16

"Good performance on snow."

"Good cornering capabilities on dry roads."

"Very balanced all round performance."

"Low rolling resistance."

Key features of the Vredestein Ultrac Satin:

- ❖ Superior braking power: 3.3-meter shorter braking distance at 80 km/h and above*
- ❖ Comfortable, precise and controlled steering performance
- ❖ Low rolling resistance = lower fuel consumption & reduced CO₂ emissions
- ❖ 100% A-label for braking distance on wet surfaces, rolling resistance (C/B) and low exterior noise level (71 dB)

High ratings for Apollo Alnac 4G All Season



- ❖ Outstanding results in the test conducted by the German magazine Auto Bild Allrad taking pole position in the mass premium category
- ❖ 'Good performance on snow, excellent cornering on dry roads and a very low rolling resistance'
- ❖ The low weight of the tyre, along with its low rolling resistance, reduces fuel consumption and, therefore, CO₂ emissions

STRONG R&D AND TESTING CAPABILITIES (3/3)

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Latest test results

TEST WINNER!



SPORTRAC S

HIGHLY RECOMMENDED!



ULTRASPRINT VORT

HIGHLY RECOMMENDED!

"Very balanced summer tyre,
best tyre for wet roads."

ADAC	gut [2,1]	Test
Vredenstein Service 5 235/45 R17 94W sehr empfehlenswert	www.ultra-sprint.ch/02/2016	★★★★
Vredenstein Ultra-Sprint 235/45 R17 94W sehr empfehlenswert	www.ultra-sprint.ch/02/2016	★★★★

"Best tyre on wet, very
good on dry roads."

UAMTC TEST STUDIENFÜHRUNG 2016	SEHR EMPFEHLENSWERT	235/45 R17 94 W
235/45 R17 94 W Vredenstein Ultra-Sprint S auto-test.ch 02/2016	www.ultra-sprint.ch/02/2016	★★★★

"Very good performance on
dry and wet roads."

ADAC	gut [2,3]	Test
Vredenstein Ultra-Sprint 235/45 R17 94W sehr empfehlenswert	www.ultra-sprint.ch/02/2016	★★★★

"Very good on dry roads."

UAMTC TEST STUDIENFÜHRUNG 2016	SEHR EMPFEHLENSWERT	235/45 R17 94 W
235/45 R17 94 W Vredenstein Ultra-Sprint S auto-test.ch 02/2016	www.ultra-sprint.ch/02/2016	★★★★

KEY RELATIONSHIPS WITH GLOBAL BRANDS

BUSINESS

- HYUNDAI
- ASHOK LEYLAND
- Mahindra
- TOYOTA
- Audi
- Volkswagen
- GM
- MAN
- MARUTI SUZUKI
- VOLVO
- JOHN DEERE
- TATA
- Mercedes-Benz

RAW MATERIAL

- BIRLA CARBON
- CABOT
- Performance Fibers
Endless Possibilities
- LANXESS
Energizing Chemistry
- Klosswire
- ExxonMobil
- BEKAERT
- TRINSEO

TESTING FACILITIES

- ATP
- VRDE
- Nardò Technical Center
Prodotto e servizio
- Arplus⁺
IDIADA
- TEST WRLD

Strong relationships with market leading OEMs, raw material suppliers and testing facilities result in better terms of business

WIDE DISTRIBUTION NETWORK ACROSS INDIA AND EUROPE

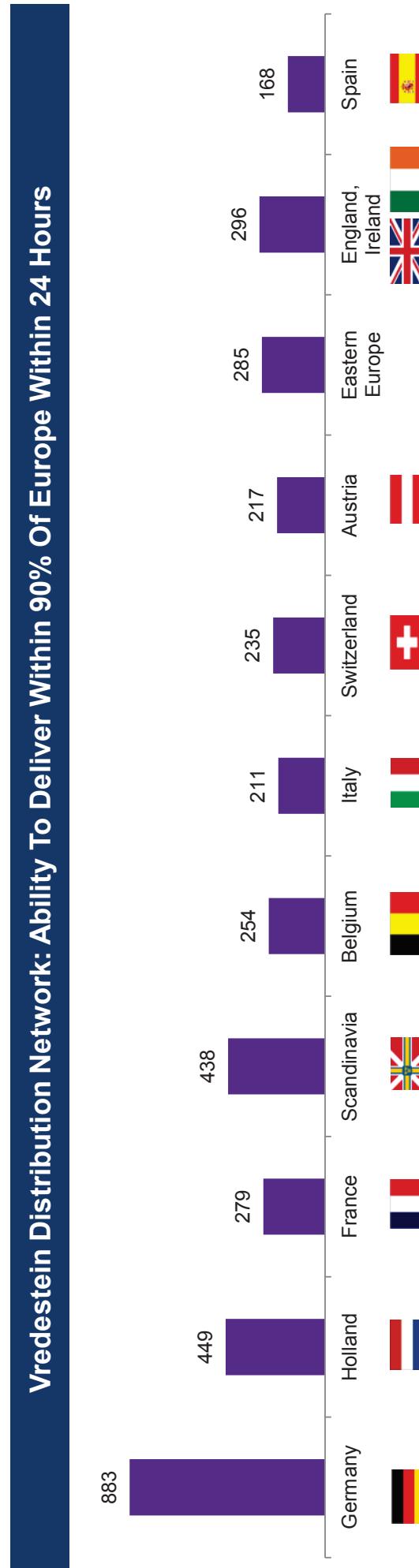


Extensive Distribution Network in India

- ❖ ~4,900 (incl. ~1,700 exclusive retail dealers*)
- ❖ 150 sales offices including regional & area offices
- ❖ 17 Regional distribution centers servicing 150 stocking points
- ❖ Wide specialist network*: Apollo Super Zone, Apollo Zone, Apollo CV Zone, Apollo Point
- ❖ ~3,550 third party dealers in Europe
- ❖ 13 European National Sales Offices with sales personnel & warehouses
- ❖ Further enhanced presence through acquisition of Reifengom which operates across 6 countries in Europe & has 37 stores in Germany



Distribution network across Europe



Longstanding relationship with the dealers is a key growth driver for Apollo

* Not company owned

AWARDS AND RECOGNITION

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Feb 2013
Ernst & Young 'Entrepreneur of the Year Award – Manufacturing'
For the year 2012

Ernst & Young 'Entrepreneur of the Year Award – Manufacturing'
For the year 2012

AWARDS AND RECOGNITION

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2014
Rubber Asia
'Rubber Man of the Year 2014'



2014
Manufacturing Today
'Next Generation Leader'

AWARDS AND RECOGNITION

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2015
Asian CSR Awards for
Health Enhancement Category

Health Enhancement Category
Asian CSR Awards



ICSI National Award 2015
Excellence in Corporate Governance

Excellence in Corporate Governance
ICSI National Award 2015

AWARDS AND RECOGNITION

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2013
SAP ACE Award for Innovation
'Tire Manufacturer of the Year' by Tire Technology International for 2012



Jul 2014
'Best Company to Work For' by Great Place to Work Institute's in the Indian and Asian Auto Component industry



2013
SAP ACE Award for Innovation
'Tire Manufacturer of the Year' by Tire Technology International for 2012



Feb 2013
'Tire Manufacturer of the Year' by Tire Technology International for 2012



2014
Asia Responsible Entrepreneurship Award for HIV-AIDS initiative Global Sustainability Leadership Awards



2014

Dec 2014
Cannes: Golden Dolphin for Marketing Communication for 2013



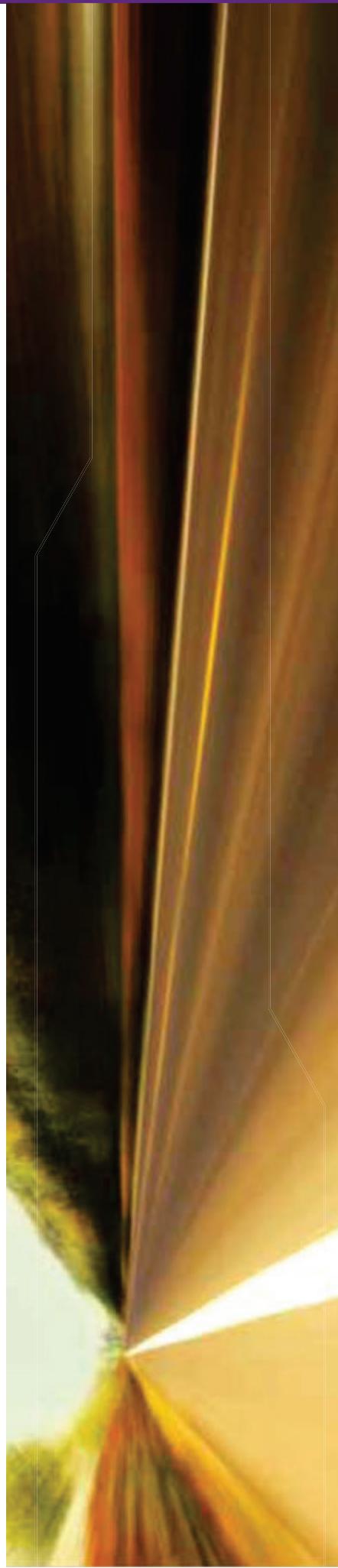
AWARDS AND RECOGNITION



AutoVision Award	National Productivity Competition 2015	Indian Green Building Congress Awards 2015	Best New Supplier Award 2016	Global Green Future Leadership Awards 2016
Silver OttoCar Trophy	Indian Institute of Industrial Engineering (IIIE)	Leadership in Energy and Environmental Design (LEED) India New Construction (NC) Green Building Congress 2015	Maruti Suzuki	Best Waste Management
Frankfurt	September 2015	Gujarat	Toyota	World CSR Congress
		December 2015		
			Bangkok	February 2016
				April 2016
			Mumbai	



apollo | MACRO OVERVIEW



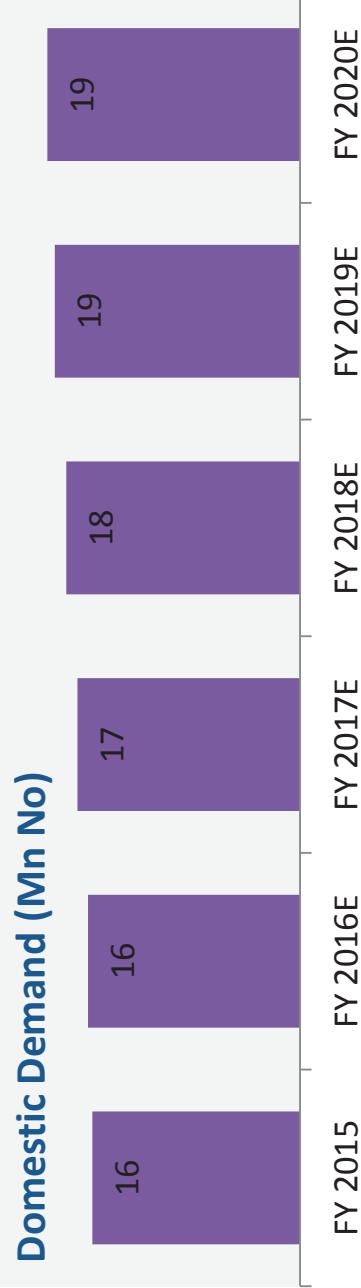
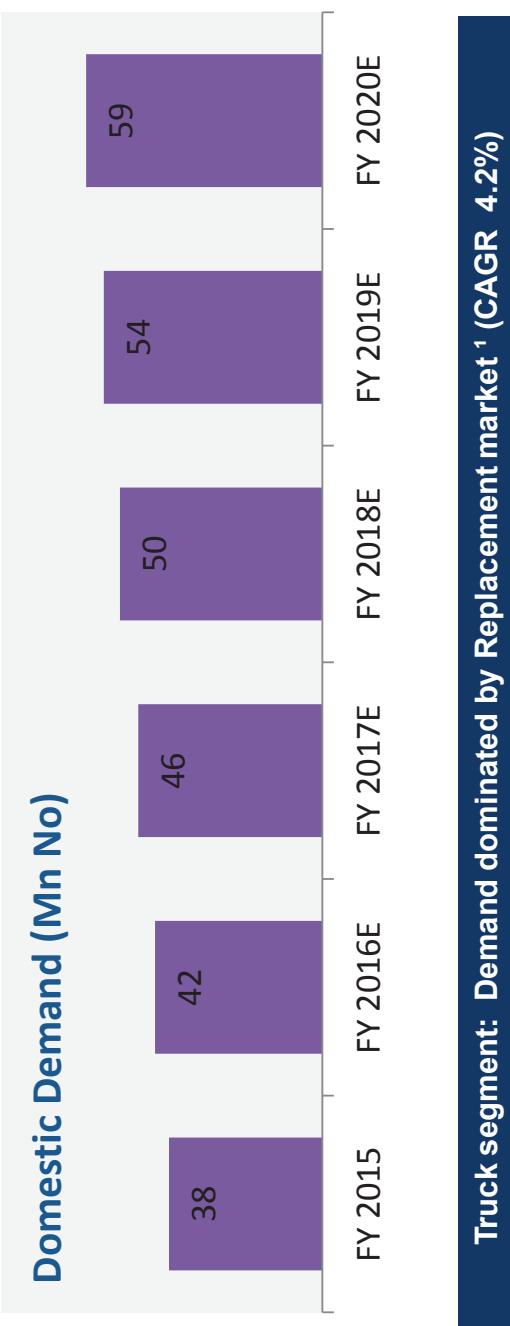
INDIA TYRE INDUSTRY



Key Drivers and Trends

- ❖ GDP growth is on course to increase to over 7.5% by 2016, making India one of the fastest growing large economies
 - Investment revival in infrastructure and manufacturing and an overall economic upturn
- ❖ Strong demand revival expected in both medium and heavy commercial vehicle segments driven by
 - Radialisation in truck segment to pick up for better mileage, durability, infrastructure and high returns

PCR segment: Equally spread between OEM and Replacement¹ (CAGR 9.0%)



Note:
¹ Company projections

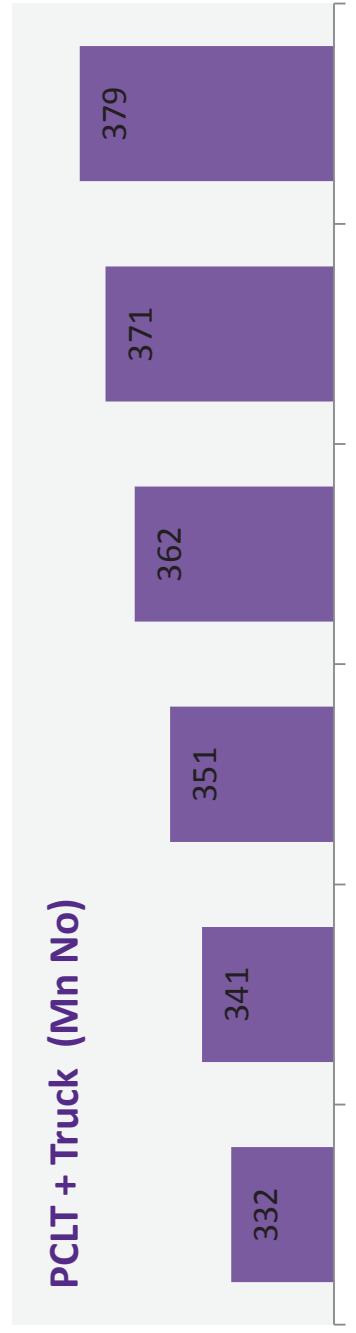
EUROPE TYRE INDUSTRY



Key Drivers and Trends

- ❖ Focussed on high performance tyres
 - Quality Conscious customer
- Demand of premium tyres results in higher margins
- ❖ Market on track to recovery
 - Revival in major markets like Germany
 - Pick up in both Truck & Car tyres
- ❖ Changing market dynamics /concentration
 - High production cost resulted in shift from Western to Central/Eastern Europe

Replacement Demand¹ : Key driver for growth in the Europe region (CAGR 2.7%)



OEM demand¹: Dominated by large European OEMs (CAGR 3.2%)

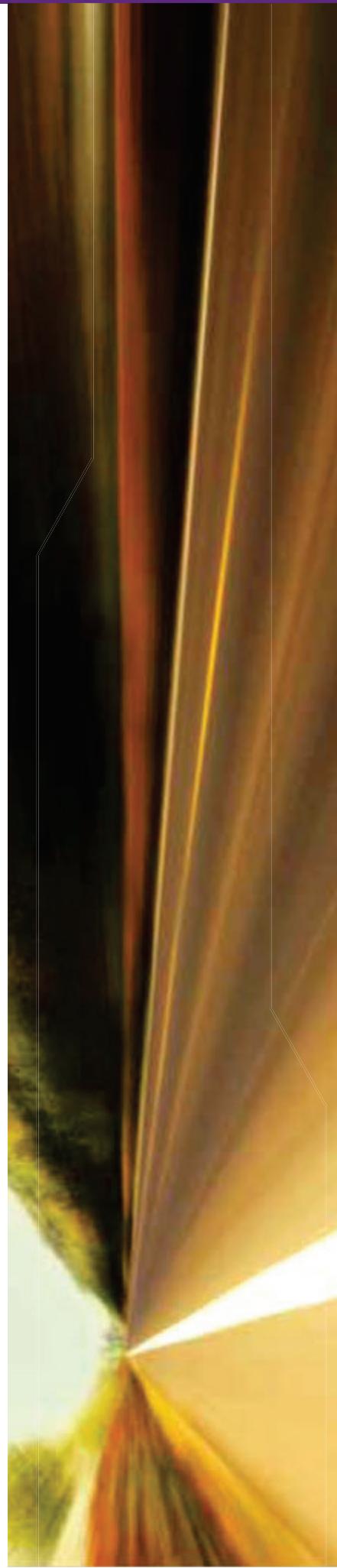


Note:
1 Company projections

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POSITIONING



WELL POSITIONED MULTI-BRAND STRATEGY ACROSS DIFFERENT SEGMENTS

Pricing segment	Brand Positioning	Brand Positioning	UHP & Winter Tyres	Passenger vehicles Tyres	Commercial Vehicles Tyres	Farm vehicle Tyres	Off highway Tyres	Two Wheeler Tyres	Bicycle Tyre
Top	 VREDESTIN	Global Niche Premium	✓	✓	✓	✓	✓	✓	✓
Medium	 apollo	Global	✓	✓	✓	✓	✓	✓	✓
	 REGAL	Global Challenger			✓				
Others	 KENDA	Global Challenger					✓		

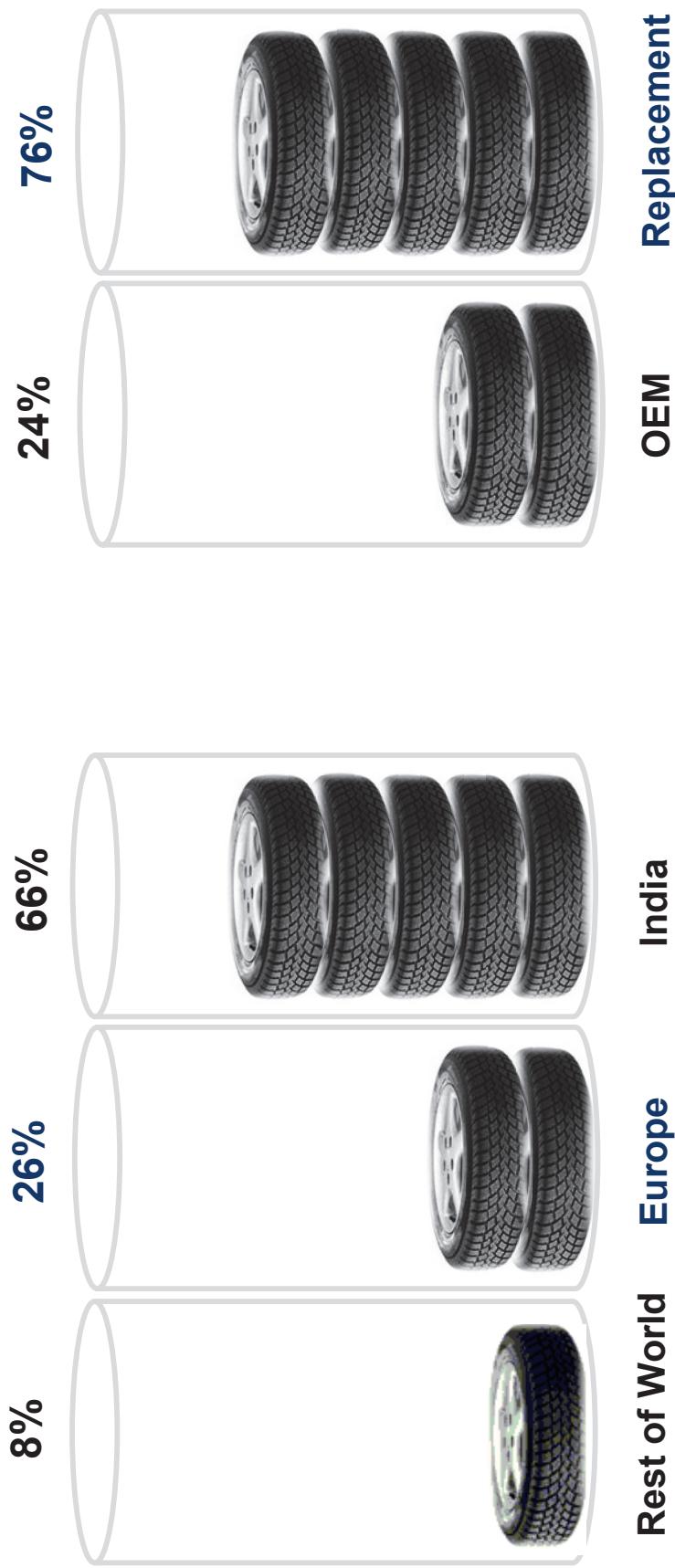
The ideology behind our brands is ‘Reliability’ & ‘Customer Safety’

REVENUE SEGMENTATION – FY 2016



Diversified business across India, Europe & Rest of World, More than 3/4th in Replacement market

Region Wise



Market Wise

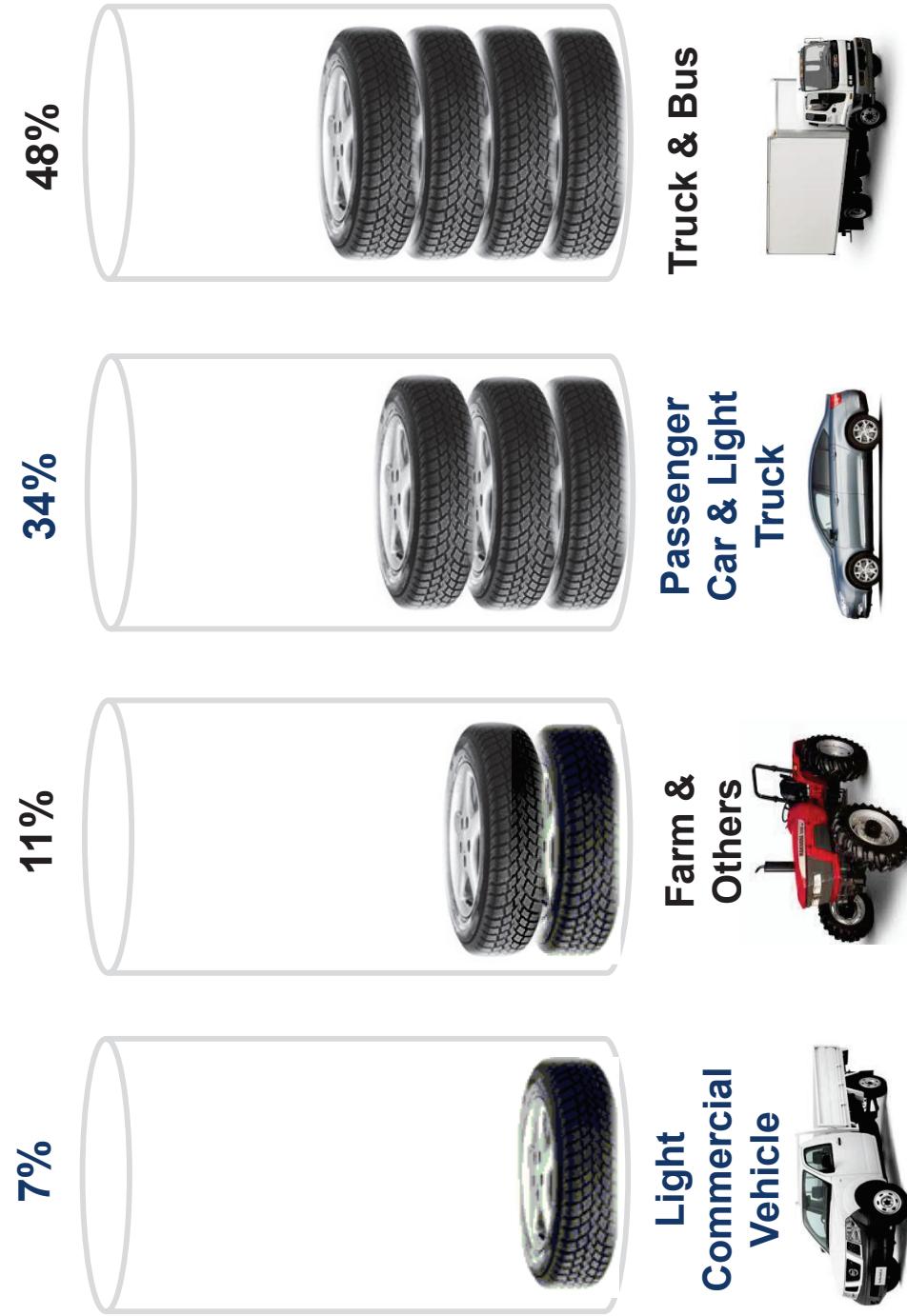


REVENUE SEGMENTATION – FY 2016

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More than 80% of the revenues are contributed by PCLT & Truck & Bus Tyres

Product Category Wise Revenue Segmentation



LEADING PLAYER IN INDIAN MARKET



Leading player in India with significant market share across product categories

MARKET SHARES

TBR[^]



TBB[^]



PCR[^]



Apollo

One of the key players in the Truck & Passenger Car Tyres category

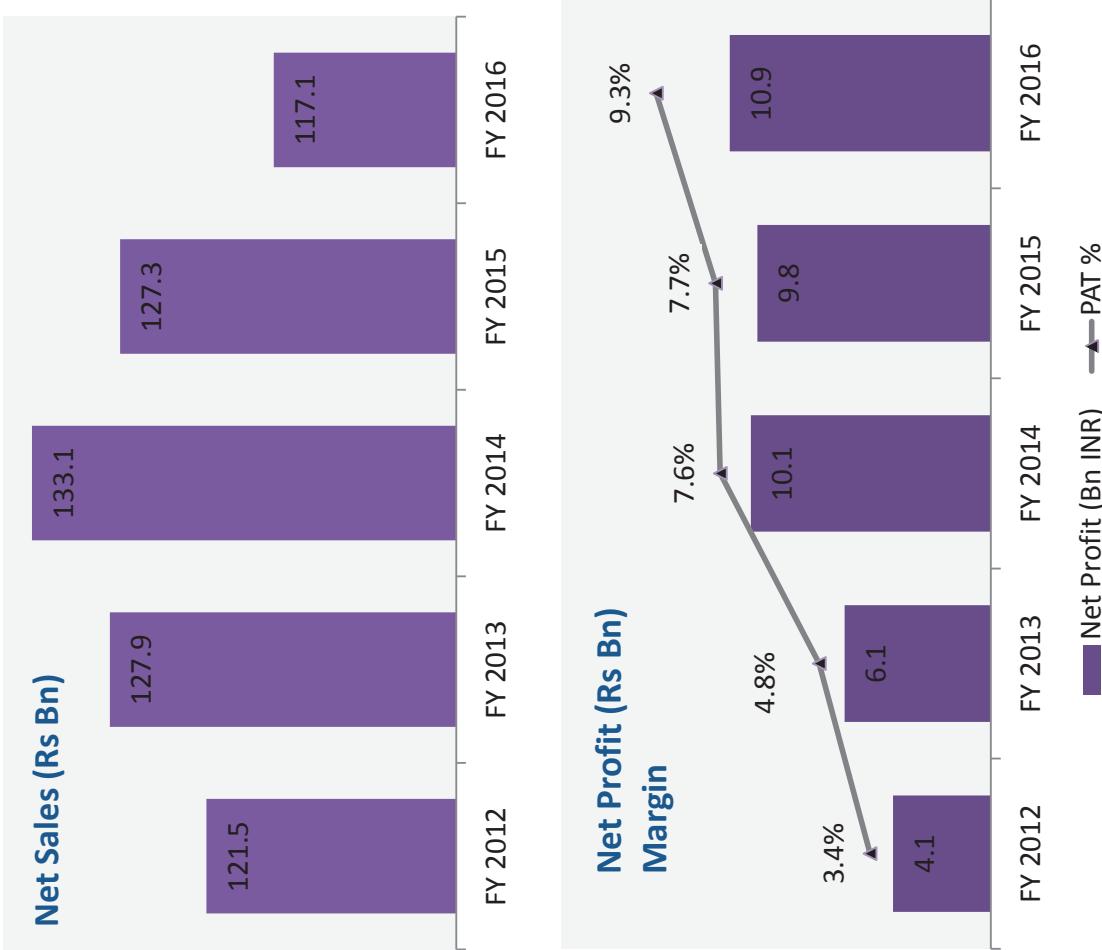
Notes:
[^] Based on ATMA data for 9M FY 2016



apollo | FINANCIAL OVERVIEW

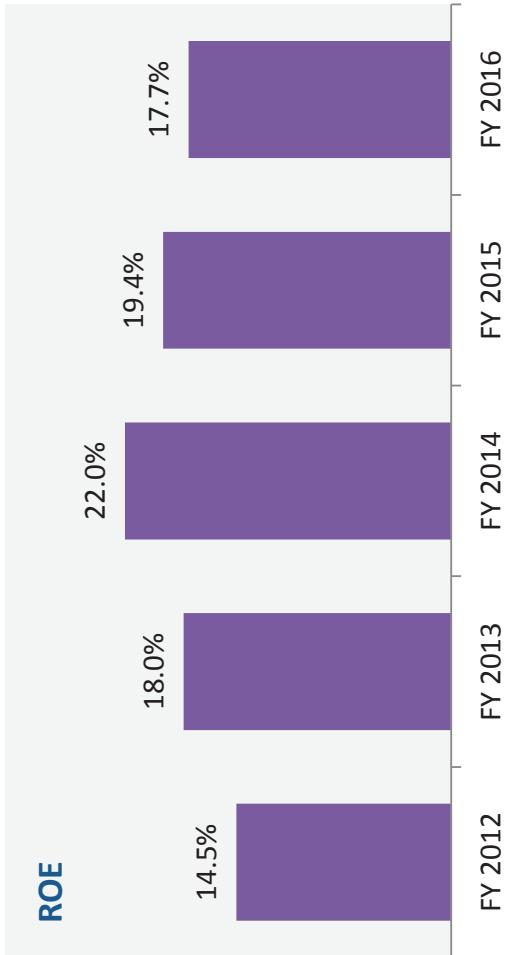
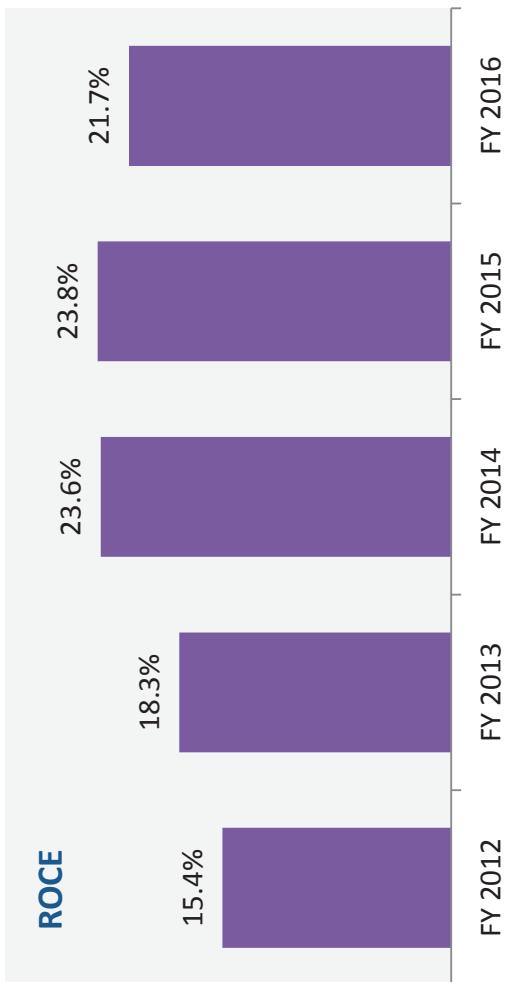
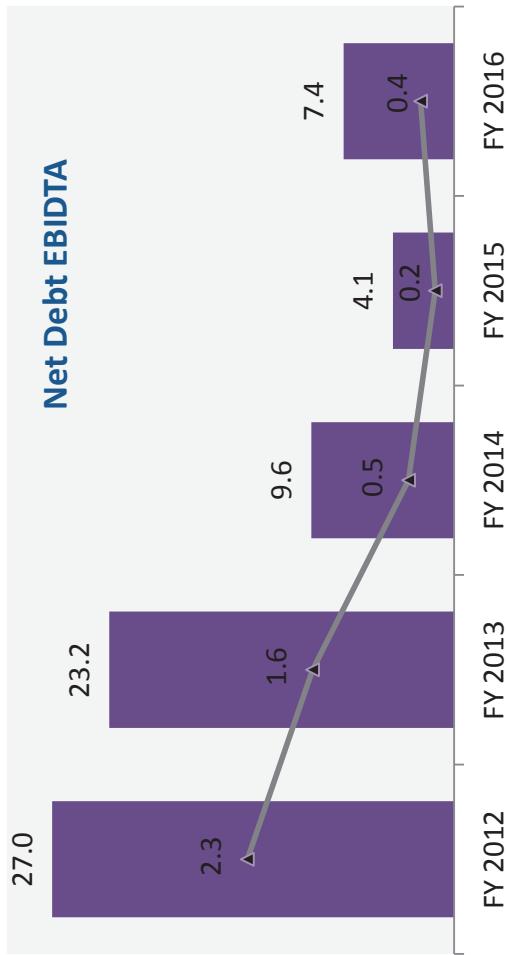
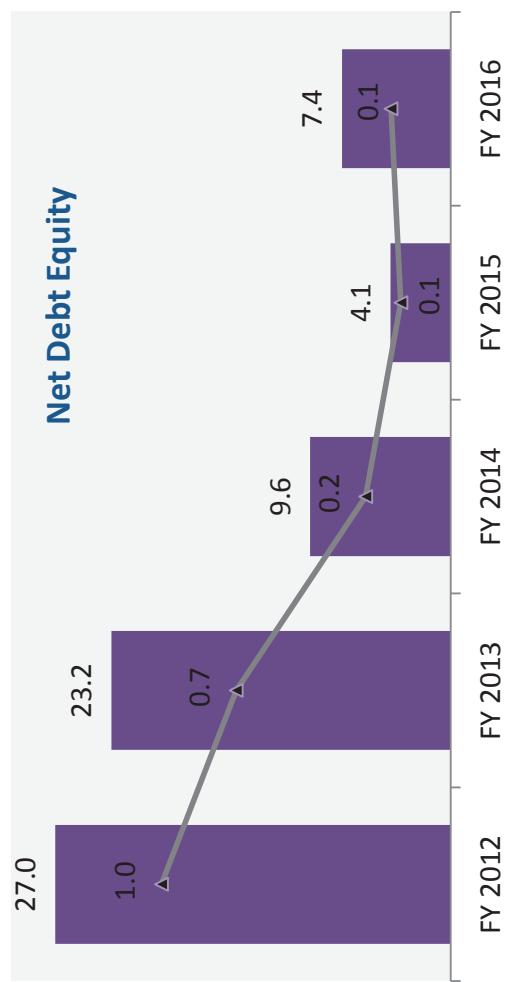


HISTORICAL PERFORMANCE



Notes:
^aEBITDA shown above is excluding other income & exceptional items
 Cash profit = Net Profit + Depreciation

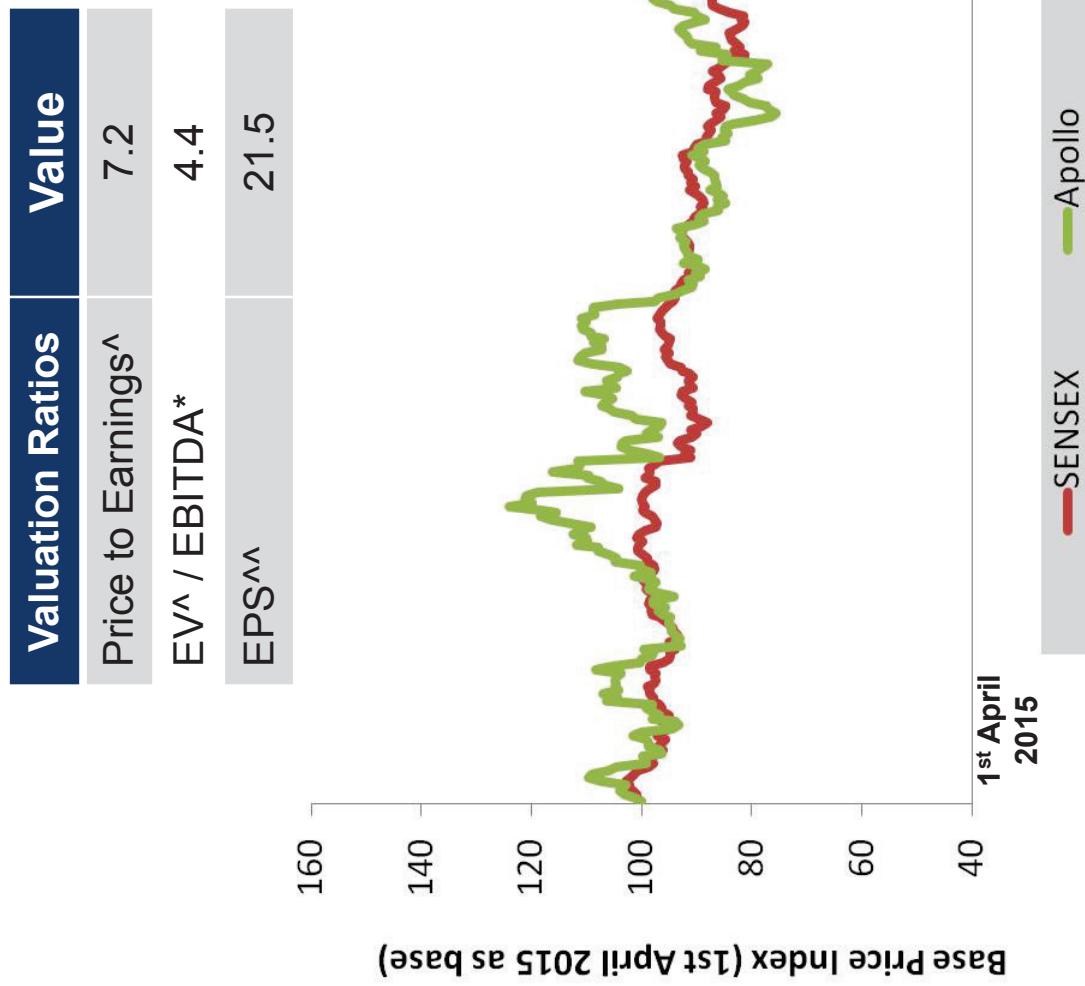
HISTORICAL PERFORMANCE



Notes:
^EBITDA considered above is excluding other income & exceptional items

SHARE PRICE TREND & SHAREHOLDING PATTERN

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Shareholding Pattern as on 06.05.2016	
Classification	% of Shares
Promoters	44.1%
Domestic Institutions	6.6%
Foreign Institutional Investors	33.7%
Rest	15.6%

Notes:

[^] Based on average share price from 1st May – 31st May -2016

* EBITDA is without other income & exceptional items for FY 2016

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Thanks



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