

Vin Tala

Jemin Vekariya

Harpreet kaur Nagi

Apoorvi Dabi

Bhumika Lathiya

Enterprise History & Background

Establishment

- Apollo Tyres Ltd. incorporated 28th September, 1972 as a public limited company and obtained certificate of Commencement of Business on October 24, 1972. With their corporate headquarters in **Gurgaon, India**, we cater to over 100 countries the globe.

Promoters

- The company was promoted by **Bharat steel Tubes Ltd., Raunaq International Pvt. Ltd., Raunaq & Co. Pvt. Ltd., Raunaq Singh, Methew T. Maratuukalam and Jacob Thomas**. The company manufactures automobile tyres and tubes, camel back/retreading materials and rubber conveyor belts.
- 15,00,000 No. of equity shares issued to Bharat Steel Tubes Ltd., 2,50,000 No. of equity shares to Kerala Government and 13,50,000 No. of equity shares to promoters, etc. and associate companies. 75,000 preference shares and 46,50,000 No. of equity shares offered at par to the public in October 1975.

Development

- Company made their first manufacturing plant in **Perambra, Thissur, Kerala** in **1977** followed by its 2nd plant at **Limba, Gujarat** in **1991**.
- The company acquired **Premier Tyres Limited – PTL** in **1995**, which become its 3rd plant at **Kalamassery, Kerala**.
- For the first time, in **2006** Apollo ventured outside India in this quest to test itself outside its home comforts. Apollo acquired **Dunlop Tyres International Pty** in **South Africa** and **Zimbabwe**, taking on southern Africa as the second domestic market. The company holds brand right for the Dunlop brand across **30 African Countries**.

- Company started another new manufacturing plant in **Chennai, Tamilnadu** in **2008**.
- Next year **2009**, the company acquired the **Netherlands**-based tyre maker **Vredestein Banden B.V (VBBV)** for an undisclosed sum.
- The company currently produces the entire range of automotive tyres for passenger cars, trucks and bus, agricultural, Industrial and Mining Vehicles.

Vision

- Driving progress, together

Values

- Following Our Passion
- One Family
- Taking Responsibility

Board of Directors

- Onkar Kanwar - Chairman & MD, Apollo Tyres Ltd
- Neeraj Kanwar - Vice Chairman & MD, Apollo Tyres Ltd
- Akshay Chudasama - Regional Managing Partner, Shardul amarchand Mangaldas & Co
- Francesco Gori - Director, Apollo Tyres Ltd
- General Bikram Singh (Retd.) - Former Chief of Indian Army
- Pallavi Shroff - Regional Managing Parter, Shardul amarchand Mangaldas & Co
- Robert Steinmetz - Non-Executive Director, Apollo Tyres Ltd
- Sunam Sarkar - Director, Apollo Tyres Ltd
- Vikram S Mehta - Former Chairman, Shell Group of Companies
- Vinod Rai - Ex-Comptroller and Auditor General of India
- Satish Sharma - Whole time Director, Apollo Tyres Ltd

- Francesco Crispino - Director, Apollo Tyres Ltd
- Vishal Mahadevia - MD, Head of India, Warburg Pincus
- Lakshmi Puri - Former Ambassador and Assistant Secretary General, United Nations
- Seema Thaper - Company Secretary, Apollo Tyres Ltd

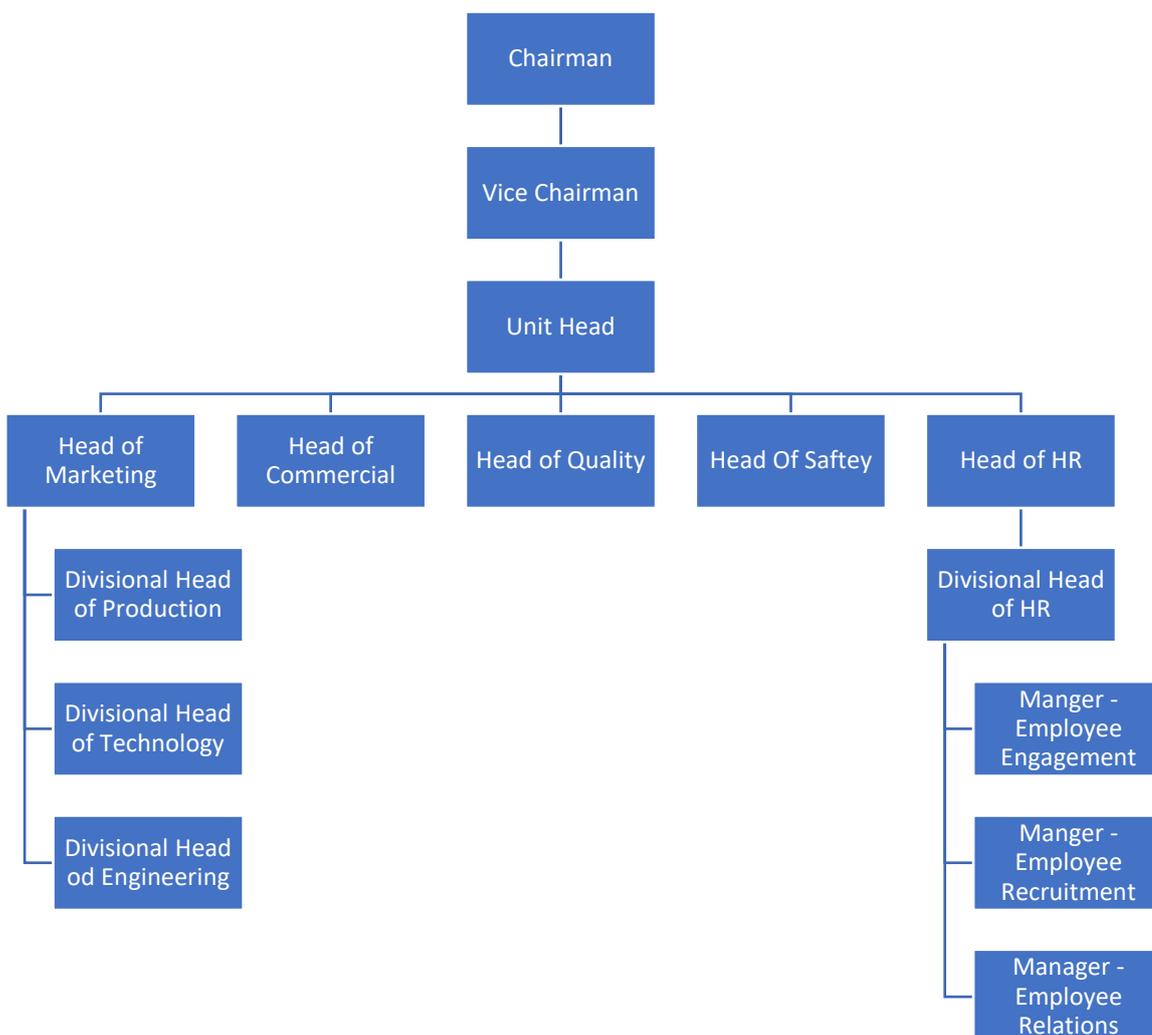
Acquisition

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- Next year **2009**, the company acquired the **Netherlands**-based tyre maker **Vredestein Banden B.V (VBBV)** for an undisclosed sum.
- Apollo Tyres Ltd to Acquire **US**-based **Cooper Tire & Rubber Company** in a Rs 14,500 Cr all-cash.

Organization

Organization Structure

- **Head Quarter -** Gurgaon, India
- **Manufacturing Plants -** Perambra, Thissur, Kerala
Kalamassery, Kerala
South Africa
Chennai, Tamilnadu
Netherland
- **Certification -** ISO 17025
IRF Trusted Mark



Market

Major customers

- By entering the supply chains of world-leading carmakers such as Volkswagen, Ford and SEAT, Apollo Tyres has embarked on a very important journey with European original equipment manufacturers (OEMs).

Customer segment

- Apollo tyres main segmentation is automobile and industry equipment manufacturers/ OEMs. Their current focus is on Radial and Tubeless types of tyres for passenger cars and vehicle segments.

Product

Passenger Vehicle Tyres & Commercial Vehicle Tyres

- Apollo has a wide range of tyres in the vehicles category to help people to be always on the move. These tyres are designed in such a way that it bounds to help the people travel in comfort without any hindrances. Apollo's vehicle category includes premium bike tyres such as the Alpha series steel belted radial tyres, Alnac and Amazer car tyres which help the people to go the distance, the range of Aspire tyres best suited for the people who like to travel in luxury, style and comfort, topping it off with the Apterra series of SUV tyres with which one can tread anywhere and conquer terrains with ease.



Market share

- Apollo tyres share has a Market capitalization of Rs 14,454.90 Cr. Within tyres sector its Market cap rank is third. India's growth (%)

Slogan

- Apollo enables individuals to achieve their own potential, when it comes to driving and in every area of life as reflected in its tagline 'go the distance'.

Developments

- New Identity, New Vision, New Purpose for Apollo Tyres Ltd sets path for the future with new vision and identity June 18, 2021: Apollo Tyres Ltd today unveiled its new corporate identity and vision ‘Driving Progress, together’ setting the path for the next five years.
- As a parent company for both the Apollo Tyres and Vredestein Tyres product brands, Apollo Tyres Ltd is committed to bringing together a global community and fostering a diverse and inclusive culture, that powers innovation to transport, both its business and society forward.
- This vision is supported by the organization’s purpose, ‘Enabling Excellence’, a belief that excellence should be universally accessible, and the company’s role is to connect people globally to the tyres, tools and support they need to reach their potential. Commenting on the need for the new identity, Neeraj Kanwar, Vice Chairman & MD, Apollo Tyres Ltd said “Our industry is going through a sea change, and with the increasing rate of transformation in key areas of our business, it is time for us to embrace that change. Our ambition is brought to life in our new identity. A company which has been built on strong foundations, relies on the creativity and energy within the organization to forge ahead.” With this corporate identity, the company has built a new purpose and vision for the whole organization that everyone can identify with.
- The current Apollo Tyres logo will continue as the identity for the product brand – retaining the strength of the brand equity already established over many years. The exciting new identity unveiled last year for the Vredestein Tyres brand, building on its European heritage, will continue as well.
- The five key pillars to realize the company’s 5-year vision are Digitalization, Technology & Innovation, People, Brand and Sustainability. With the global pandemic accelerating the pace of digitalization, and several changes in the industry including electrification and autonomous driving, this is a key focus area for the company as it continues to grow.

- In addition, the increased focus on EVs, autonomous driving, VR and use of AI to improve safety and sustainability, will make Technology a key pillar for Apollo Tyres Ltd. Multi-cultural and diverse teams have better business outcomes and are more likely to be innovative and agile, and hence People become one of the key pillars for the company. Brand will continue to be a key focus area for the company as it aims to further strengthen its two product brands – Apollo Tyres and Vredestein Tyres.
- With the target of being carbon neutral going forward, Sustainability is critical to business success, increasing the use of renewable materials and reduction in waste being key goals.
- The new corporate identity has been created by London-based design-led creative company Jones Knowles Ritchie.

Financials

Finance Department

- Financing is the process of organizing the flow of funds so that a business can carry out its objectives in the most efficient manner and meet its obligations in the most efficient manner and meet its obligations as they fall due.
- Finance management today is recognized as the most important branch of business administration. Finance management provides the best guide for the future resources allocation by a firm.
- During the year 2007-08 the company has allotted 24.42 million equity shares of ₹1/- each at a premium of ₹28.30 to promoters on conversion of 2.442 million warrants. The company's share capital increased from ₹ 464.02 million to ₹ 488.44 million after the said allotment.
- **Ownership Structure**

Stake holding Pattern	Percentage
Promoters	39.35%

Public	26.38%
FII/NRI/Foreign Body Corporate	14.76%
Government of Kerala/Travancore/Titanium Products Ltd.	1.98%
Financial Institutions/Banks/Mutual Funds	17.53%

- **Revenue** : ₹16,373.87crore (US\$ 2.3 Billion) (2020)
- **Operating income** : ₹543.44 crore (US\$ 76 Million) (2020)
- **Net income** : ₹476.40 crore (US\$ 67 Million) (2020)
- **Total Assets** : ₹23,249.99 crore (US\$ 3.3 Billion) (2020)
- **Total equity** : ₹9,930.01 crore (US\$ 1.4 Billion) (2020)

Apollo Tyres - BSE: 500877, NSE: APOLLOTYRE.

52 weeks high - 261.25

52 weeks low - 197.80

Current market price - 214.15

P/E ratio: 37.99

P/B ratio: 1.20

Shareholding patterns:

Promoter: 37.34%

Retail: 28.29%

Foreign Institutions: 19.66%

Mutual funds: 14.31%

Governance

Philosophy

- Apollo Tyres believes in giving its customers new choices that put them in control and help them to conquer the road ahead.
- Apollo enables individuals to achieve their own potential, when it comes to driving and in every area of life as reflected in its tagline '**go the distance**'.

Action taken by SEBI

- Market regulator Sebi on November 22, 2018, levied a penalty of Rs 6.5 million on Apollo Tyres for violation of buy-back regulations. The matter pertains to 2003, when Apollo Tyres had allegedly bought back shares belonging to the company and its promoters, in contravention of the regulations.
- Sebi had earlier imposed a penalty of Rs **10 million**. In December 2016, the Securities Appellate Tribunal (SAT) directed Sebi to issue a fresh order on the matter. "No quantifiable figures are available to assess the disproportionate gain or unfair advantage made as a result of such default by the notice (Apollo Tyres). Further, from the material available on record, it may not be possible to ascertain the exact monetary loss, if any, on account of the default by the notice.
- However, it cannot be ignored that a listed company like the notice is required to adhere to the provisions of law. In the present case, the notice had bought back a controlling block of shares as per the scheme, but did not comply with the provisions of buy-back regulations," read the Sebi order. Jyoti Mehta, legal heir of Harshad Mehta, was among the complainants in the matter.

Achievement and Awards

1. Recognition for TB Eradication Initiative - 2021

Apollo Tyres Foundation received recognition from the Ministry of Health and Family Welfare (MoHFW) on World Tuberculosis Day 2021, for its exceptional work undertaken in TB eradication space, as a member of Corporate TB Pledge initiative.

2. CSR Health Impact Award 2021

The Company won Gold in CSR Health Impact Award 2021 under 'Health CSR Project - Health Campaign of the Year' category. The award was given for the remarkable work done under healthcare initiative for trucking community, during COVID 19 crisis.

3. ET SDG Award 2021

Apollo Tyres Foundation has been honoured with the SDG (Sustainable Development Goals) Award 2021, for its exceptional work undertaken in Sustainability space. The award was given by The Economic Times media group.

4. ICSI CSR Excellence Award 2019

Apollo Tyres has been honoured with ICSI (The Institute of Company Secretaries of India) CSR Excellence Award 2019 under the 'Best Corporate in Large' category.

5. ASSOCHAM Women Achievers Award 2019

Apollo Tyres has been honoured with the ASSOCHAM Women Achievers Award (AWAA) 2019 under the 'Best Organisation Supporting Women 360 degree' category. The award was given by the Honourable Minister, Women and Child Development, Smt. Smriti Zubin Irani.