

## ■ Apollo Tyres Makes Dubai Op Hub for West Asia



**NEW DELHI** Apollo Tyres on Thursday said it will make Dubai its operational hub for the West Asian markets with plans to invest around

\$1.5 million annually starting this year. The company, which opened its first office in Dubai for the West Asia, said it has already invested around \$2,50,000 in creating "appropriate permanent" infrastructure for its business needs in Dubai. "The region will be catered to by exports out of India, with Dubai as the hub of operations," Apollo Tyres said in a statement. The company said it is projecting investments and expenses of around \$1.5 million on an annual level, starting this year, it added. West Asia is one of the strongest export markets for the firm accounting for about 30% of export revenues. It already has a distribution network in the West Asia, spanning in 14 countries and 23 business partners.