

Apollo Tyres' West Asia plan

Apollo Tyres Ltd on Thursday announced that the West Asia region will be catered to by exports out of India, with Dubai as the hub of operations. The region has traditionally been one of Apollo's strongest export markets, accounting for about 30 per cent of export revenue. The company already has a distribution network in West Asia spanning 14 countries and 23 business partners. West Asia also has infrastructure and tyre usage very similar to India's, which is why Apollo's products have always enjoyed high acceptance in the region, a press release said.

BS REPORTER