

Dubai is Apollo Tyres West Asia hub

Apollo Tyres on Thursday announced its plans for the West Asia market, making Dubai its hub of operations in the region.

The region has traditionally been one of Apollo's strongest export markets, accounting for about 30% of export revenues. The company already has a distribution network in the Middle East, 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.