

# Cooper provides us two critical synergies - scale and a big brand

*APOLLO Tyres, the second largest tyre manufacturer in India with leadership in the commercial vehicle segment, said its vision is to achieve leadership positions in all segments it is present by focusing on new technology and brands. Kanwar, chairman and managing director, Apollo Tyres spoke to G Balachandrar from the US on the deal. Excerpts: Excerpts:*

■ **What are the key benefits from the Cooper deal for Apollo's business?**

There are two critical synergies. One is scale, with its geographical edge we will have presence all over the world - in matured markets like the United States and Europe as well as in the developing markets such as China and India. Secondly, on the brand and product side, we will have another

anchor brand Cooper in addition to Apollo and Vredestein. Thus, benefits will include strong complementary brands, enhanced geographical presence, and technological expertise besides manufacturing and distribution expertise.

■ **Your recent South African deal conveyed that Apollo would strongly push its own brand in the international markets instead of looking at new brands?**

Dunlop brand was not owned by us globally. We had the brand rights of Dunlop only in 32 countries. And therefore, it made sense to sell it to the owner of the trademark Sumitomo Rubber Group. But in this deal, Cooper will be owned by Apollo in all markets. So, we will have three anchor brands now - Apollo, Vredestein and Cooper. Cooper's network will be leveraged to sell Apollo brands in markets like China, which is a strong market for commercial vehicle tyres.

■ **Will you launch Cooper**



**brand of products in India?**

Yes we will, but it is too early to talk about it right now. Cooper has niche positions in the light vehicle and SUV segments. Maybe, in the initial period, we will look at the SUV segment for launch of Cooper brand in India.

■ **What will be the shift in revenue mix of Apollo Tyres?**

Currently the Indian mar-

**"AFTER** the Cooper deal, share of domestic revenues will stand at about 22 per cent"

ket contributes about 65 per cent to the total revenues of Apollo Tyres. After the Cooper deal, share of domestic revenues will stand at about 22 per cent. The US market will account for 43 per cent to 44 per cent of revenues, followed by China at 18 per cent and the rest will be accounted by Europe and other markets.