

Annual Sales Conference 2007 at Panchgani



Tyresoles Team under new sales segmentation



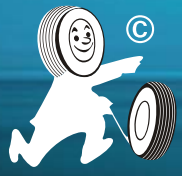
Exclusive package for Tractor Tyre Customers



Mr. Shyam Mundhra joins Tyresoles

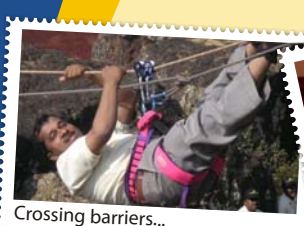


Golden offer for Truck Tyre Customers



TYRESOLES[®]

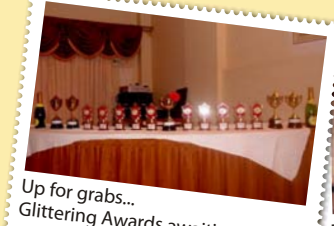
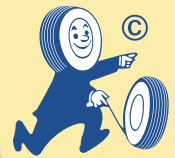
Retreading Redefined



Crossing barriers...



Elevated... Mr. S. P. Desai as Vice President



Up for grabs... Glittering Awards awaiting winners



The Winners of Outdoor Events...



No Fear - River crossing.

TYRESOLES[®]

Retreading Redefined

ANNUAL SALES CONFERENCE 2007



Panchgani
6th - 8th April 2007



Mr. Narendra Singh receiving Best Salesman Award 2007



Kadam Kadam Badaye Jaa...



Mr. Bhupalsingh Bisht receiving Best Sales Team Award for Mumbai



Together Let us Channelise...



Review - Preview...



A different ball game...



Tanda - Tanda... Cool - Cool...



Balle - Balle ... Party Time...



In high 'spirits'...



Role Playing...

ANNUAL SALES CONFERENCE 2007

Tyresoles Sales Team was fully geared-up for a brilliant start for the new Financial year, with an emphatic performance of 35% sales growth for the year 2006-07.

The 75 strong group culminated at Blue Country Resorts, Panchghani rejuvenated itself for 3 days from 6th to 8th April 2007 under the scenic and pleasing environment of Panchgani.

First Day ... was meant for introduction and interaction as sales personnel from different locations gathered in the afternoon. In the evening, the formal ceremony started with the welcome address by Mr. Rajesh V. Shetty - Director. He also highlighted the achievements of 2006-07 and explained the future plans and strategies to achieve the overall targets of the next financial year. A new comprehensive Sales Presentation Folder was introduced to all the participants. This was followed by review and preview presentations by all the unit and business heads.



Together we can... Rajesh V. Shetty - Director, addressing the Sales Conference

A series of thought provoking role-plays were enacted by the talented sales personnel much to the delight of the audience. Mr. Karun Sanghi - Managing Director, in his key-note address and congratulated the entire team on its accomplishments. He also unveiled the theme of the conference and set the tone for the proceedings. The pleasant evening was made further enjoyable for all the participants through live music and sumptuous dinner.

Second Day ... began with a photo session followed by various outdoor events such as river crossing, acid walk, Australian walk & several team events. The day long activities were co-related to our



AIM HIGHER ... reach HIGHER...
Mr. Karun Sanghi - Managing Director unveiling Sales Conference Theme.

day-to-day business and introspection was made on achievement as a team and not as an individual.

Majority of the participants shared their experiences in front of the audience. This was followed by a glittering award ceremony that took everybody by surprise as most of the promotions & Annual awards were declared during the occasion. The night was celebrated with champagne and the rhythm of live music as almost everybody came out with their dancing & singing talent.

Third Day ... was dedicated for sight-seeing as the teams departed to their respective destinations with evergreen memories of yet another traditional Annual Sales Conference.

The participants strongly felt that such events help them to come closer, understand each other and work together towards a common goal. With lot of passion and commitment the entire team is looking forward for another stellar performance for the year 2007-08.

WHAT CAUSED THIS?



This truck tyre suddenly developed a large blister on the sidewall and then ruptured. It appeared to have a small air leak in the sidewall.

Answer: Next page

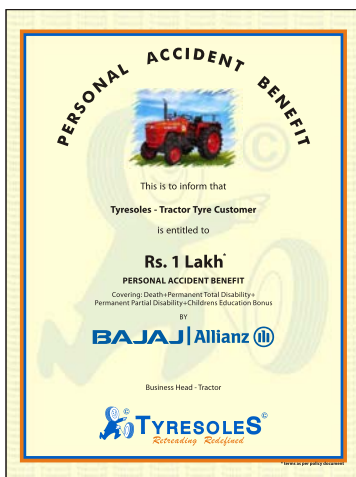
GOLDEN OFFER FOR TRUCK TYRE PREPAID ACCOUNT HOLDERS

Tyresoles has launched a unique golden offer for all its Truck tyre Prepaid account holders for the year 2007-08. Tyresoles wishes all its major dealers and fleet customers to gain benefit out of the scheme.



EXCLUSIVE PACKAGE FOR TRACTOR TYRE CUSTOMERS

Tyresoles has launched an exclusive package for its tractor tyre customers for the year 2007-08. Every tractor tyre customer will be covered under a **personal accident benefit scheme under Bajaj Allianz upto Rs. 1 lakh**. Besides, every customer will be entitled to win a **"NEW TRACTOR"** through a bumper annual lucky draw along with five consolation prizes of 10 gm Gold coins.



Tyresoles is also working at various innovative schemes to benefit its customers by tying-up with new tractor dealers, new tyre dealers and tractor service centers.

Tyresoles has also launched new matrices for 12.4 x 28 size followed by 13.6 x 28, 16.9 x 28 and 14.9 x 28 to be introduced in the next quarter.

An exclusive 14 member tractor team is already active to reach atleast 1 lakh tractor owners for the year covering Belgaum, Bagalkot, Nippani, Hubli, Kolhapur, Sangli region and increase its market share considerably.

TYRESOLES TEAM UNDER NEW SALES SEGMENTATION



MILESTONE

With a view to focus on the customer needs of different segments, Tyresoles has come up with distinct sales teams for trucks, tractor and OTR tyres under the banners **Milestone, Fieldstar and Heavy Duty** respectively.



FIELDSTAR



This approach has helped each team to strategise the sales plan keeping in mind the requirements of the customers of each segment. This has also enabled the sales executives to focus on their respective segments, which is believed to result in better efficiency.

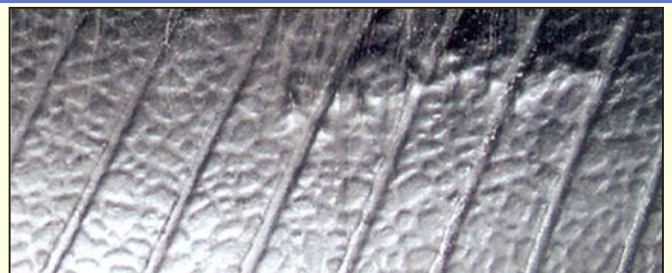
MR. SHYAM MUNDHRA JOINS TYRESOLES



Mr. Shyam Mundhra, who has occupied several coveted posts at senior levels in various Sah & Sanghi group companies has joined Tyresoles as Vice President (Purchase) effective from 1st April 2007.

Mr. Mundhra brings along with him vast experience as one of the senior most executives in the group company heading several key assignments at different national & international locations. We welcome Mr. Mundhra & wish him all the very best in his new assignment.

TYRE QUIZ ANSWER



The inner liner revealed a rough area in the section opposite the outside blister. The sidewall had been pinched between the rim flange and a curb that the driver admitted hitting.