

Music and Bridgestone. Journey on, we're by your side.



Safe. Reliable.

Dear Select Members,

Despite difficult times, we are pleased to inform you that with your constant support and contribution we were able to achieve the desired results in the past month. We would like to take this opportunity to thank our Select members.

The last two months have seen an outstanding 8 Select Appointments. Bhagaths Auto Care Centre, Mangalore; Shri Laxmi Auto Stores, Jodhpur; Tyre Express, Calicut; Kundan Tyres, Chennai; Pawan Traders, Bhubaneswar; Shiva's A Unit of Grovers, Bengaluru; Tyre Care, Pollachi (Coimbatore); Ashoka Wheels, Hyderabad. We welcome you all to the Select family.

Some of our Select members and their families were given a chance to be a part of the World Series Hockey event. They were given the opportunity to present the Man of the Match Award and also to be present on the ground during the toss. With the aim of providing the best service & quick solutions to our dear Select members, we are proud to introduce a new **Toll-free No. 1800 222 088**, which will be at your service Monday through Friday. We urge you to make maximum use of the same.

The Bridgestone website now comes with a modern and international look and feel. It has exciting features like web 2.0, wallpaper and theme downloads and also iPad compatibility.

The IPL fever is back! And we are happy to let you know that 2012 is the second year of our tie-up with Mumbai Indians as associate sponsors. And, we're sure that this year too, the tie-up will benefit both the Bridgestone brand as well as our members.

Also, to reinforce the Bridgestone brand in the minds of the consumers, we have launched a Sellout Scheme Promo Campaign and the Bridgestone Brand Campaign. Both of them are running in major markets in India. There has been an increase in the prices of BSID & imported products (Tyres & Tubes) in the Passenger Car Radial segment.

The Select member's contribution to sales for the months of March and April is 51.5%.

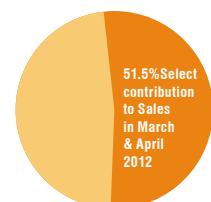
Mr. Vaibhav Saraf
GM, Sales & Marketing

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Replacement Sales Trend and Select Contribution in March & April 2012

The month of March & April 2012 proved to be very successful in terms of replacement sales and the contribution to Sales from our Select family was 51.5% during the period.





Select Appointment

Dealer Name	Branch	Month
Bhagaths Auto Care Centre	Mangalore	March 2012
Shri Laxmi Auto Stores	Jodhpur	March 2012
Tyre Express	Calicut	March 2012
Kundan Tyres	Chennai	March 2012
Pawan Traders	Bhubaneswar	March 2012
Shiva's A Unit of Grovers	Bengaluru	April 2012
Tyre Care	Pollachi (Coimbatore)	April 2012
Ashoka Wheels	Hyderabad	April 2012

Select Upgradation and Inauguration

Super Tyres

We are very happy to announce the launch of our Select Store with 'Super Tyres' in Mumbai. The showroom was formally inaugurated on Friday, 2nd March, 2012, by Mr. Vaibhav Saraf (GM - Sales and Marketing Bridgestone India Pvt. Ltd.)





Select Upgradation and Inauguration

Sneha Enterprises

We are very happy to announce the launch of our Select Store with 'Sneha Enterprises' in Visakhapatnam. The showroom was formally inaugurated on Saturday, 10th March, 2012, by Mr. S. Venkitachalam (DGM - South Bridgestone India Pvt. Ltd.)



Ganesh Tyres

We are very happy to announce the launch of our Select Store with 'Ganesh Tyres' in Latur. The showroom was formally inaugurated on Friday, 16th March, 2012, by Mr. Vaibhav Saraf (GM - Sales and Marketing Bridgestone India Pvt. Ltd.)



United Tyre Sales & Service

We are very happy to announce the launch of our Select Store with 'United Tyre Sales & Service' in Ahmedabad. The showroom was formally inaugurated on Sunday, 25th March, 2012, by Mr. Akash Rathore (DGM - West and Central Bridgestone India Pvt. Ltd.)





Select Upgradation and Inauguration

Shiva's A Unit of Grovers

We are very happy to announce the launch of our Select Store with 'Shiva's A Unit of Grovers' in Bengaluru. The showroom was formally inaugurated on Thursday, 26th April, 2012, by Okada San (Finance Director Bridgestone India Pvt. Ltd.)



Bhagath's Auto Care Centre

We are very happy to announce the launch of our Select Store with 'Bhagath's Auto Care Centre' in Shimoga. The showroom was formally inaugurated on Wednesday, 18th April, 2012, by Mr. S. Venkitachalam (DGM - South Bridgestone India Pvt. Ltd.)





Select Upgradation and Inauguration

Vikram Tyres

We are very happy to announce the launch of our Select Store with 'Vikram Tyres' in Rajasthan. The showroom was formally inaugurated on Sunday, 15th April, 2012, by Mr. Vaibhav Saraf (GM - Sales and Marketing Bridgestone India Pvt. Ltd.)



Lakshya Tyres

We are very happy to announce the launch of our Select Store with 'Lakshya Tyres' in Ujjain. The showroom was formally inaugurated on Friday, 27th April, 2012, by Mr. Vaibhav Saraf (GM - Sales and Marketing Bridgestone India Pvt. Ltd.)





Bridgestone & WHS Tie-up

We love making our Select members happy, which is why we gave them and their families the chance to be a part of the prestigious World Series Hockey event.

Bridgestone Select members were given the opportunity to present the Man of the Match Award. Also, member and their kids were given an opportunity to be present on the field during the toss.

Here's what one of our Select members has to say:

Srijit K. Poothen
Wheel Care (Dombivli)

My wife and son join me in thanking you for the wonderful experience during the



'Bridgestone World Series Hockey' match on Sunday.

My son had the most thrilling once-in-a-lifetime opportunity when he walked to the turf for the toss at the beginning of the match. The live telecast of this moment was watched by friends and

family across the country. He is yet to get over the experience and will remember it for a long time to come.

I once again sincerely thank the entire Bridgestone team, who I believe, has now made a habit of providing pleasant surprises to its Select members.

Revamp of Bridgestone Website

Keeping up with our trend of positive changes in the New Year, Bridgestone is happy to announce that a fresh and revamped website has been launched. The new website has a modern international look with exciting additions and developments.

It has new features like Web 2.0, an enhanced tyre search module and dealer search module, an upgraded version of news and events, wallpaper and theme downloads, a new micro site for dealers and a lot more. Also, the new version of the website is **iPad compatible**. Bridgestone website went live in April 2012.





New Toll-free Number

At Bridgestone it has been our constant endeavor to provide better, quick and dedicated service to our Select members and end customers.

Which is why we are proud to introduce a new Toll-free Number. You can call **1800 222 088** on weekdays, from 10 am to 6 pm, and all your queries will be addressed.

We urge you to make maximum use of this number.

Price Increase

There has been an increase in the prices of BSID & imported products (Tyres & Tubes). This is because the prices of raw materials continue to remain hardened, and coupled with the tight availability of these materials, has had an adverse impact on Bridgestone's profitability. Also, the sharp fall in the Indian Rupee has worsened the matter.

Contrary to our best efforts of keeping the price increase minimal, the current economic circumstances do not permit us to do the same this time.

The price increase will be applicable in the Passenger Car Radial segment and will be effective from 28th March '12.



The increase will vary depending on the size which has been estimated at 2.25%.

Tubeless Repair Kit

Introducing, a tubeless tyre repair kit which uses the most advanced method - the Mushroom Method. This globally accepted and frequently used method, has been especially designed for tubeless tyres. It is also 100% full-proof.

We will be selling this kit through our Centralised Purchase initiative. Which means, more savings as compared to existing kits in the market. And of course good profitability to our Select members. We will also conduct personalised training for our Select members.



Bridgestone - Mumbai Indians Association

It has been a successful 1 year since we tied-up with Mumbai Indians in the IPL Season starting April 2011. This tie-up received a tremendous response and proved to be highly beneficial to both the brands on & off the field. It has also leveraged our brand presence pan India. Last year Mumbai Indians emerged as winners in the Champions League Tournament 2011.



We are happy to announce that 2012 is the second year of our tie-up with Mumbai Indians as associate sponsors. Our logo is placed on the non-leading arm of the Mumbai Indians Jersey.

We also received tremendous response

from our Select members who came to watch the Mumbai Indians match live in Mumbai.

We hope that this association amplifies the awareness of Bridgestone brand much more than last year.



Brand Campaign

It's time for our new brand campaign. This year, we have focused on the emotional connect to the brand and strengthen our brand message of 'Your Journey, Our Passion'. The campaign has a beautiful warm look and feel to it. And it reinforces our brand values of friendly, safe and reliable.

This is a hoarding campaign and will run from April to June in major markets India. In the first month, we will run the 'Music and Bridgestone' Creative and in the second month it will be replaced by the 'Togetherness and Bridgestone' Creative.

The campaign will run in all the major markets like Gujarat, Madhya Pradesh, Rajasthan, Assam, Manipur, Nagaland, Bihar, Jharkhand, Orissa, Chandigarh, Punjab, Haryana, Uttar Pradesh, Kerala, Karnataka, Pondicherry, Tamil Nadu, Chhattisgarh, Goa, Maharashtra, West Bengal, Delhi, Andhra Pradesh.

Through this campaign we hope to increase awareness of brand Bridgestone across the country.



Sell Out Scheme 2012 (John Players)

To increase sales and generate more excitement around Bridgestone, we launched the Bridgestone Sell Out Scheme. In this scheme, when a customer purchases four tyres, they get a John Players shirt free. The scheme was supported by various POP's like Posters, Dangers, Wobblers, Banners and more.

To further support the Sell Out Scheme many local level activities like Newspaper insertion, Radio Ads, Bus branding etc were carried at different branches.

We have also launched a Promo Campaign (hoardings) across India in various states like Gujarat, Rajasthan, Madhya Pradesh, Assam, Nagaland, West Bengal, Bihar, Jharkhand, Orissa, Andhra Pradesh, Chhattisgarh, Maharashtra and Goa. The promo campaign ended on 16th May, 2012.

