

BRIDGESTONE



WSH
WORLD SERIES HOCKEY



Dear Select Members,

Welcome to the February edition of Numero Uno. Here's what happened at our end, all this month.

I'm very excited to let you all know that Bridgestone has tied up with the World Series Hockey (WSH), as the title sponsors of the biggest-ever hockey league event in the world. We're sure that this tie-up will reap astounding rewards for us all.

The 'Tiara Alloy Wheels' initiative received a lot of positive feedback from Select members. Read on to find out how we've put your feedback into action. Bridgestone has also launched an exciting 'Sell-in Scheme' in which each Select dealer would be awarded a Gold Coin based on the off take.

I am pleased to let you know that Bridgestone has tied up with PCL-SUMO Company for Nitrogen Generator Machines, which have been acquired through our centralized purchase initiative. These machines promise low lifetime costs along with high performance.

I would also like to introduce two new Select Stores, Sai Tyres, Ghaziabad and Sri Srinivasa Enterprises, Vijayawada into our family.

Our POS initiative has been successfully implemented at Tyre World, Nerul (Navi Mumbai Branch). It was also installed at both the Select counters of Shiva's (Bangalore Branch).

The Select Family's contribution to sales this month is an amazing 51%.

Thank you all for your support.

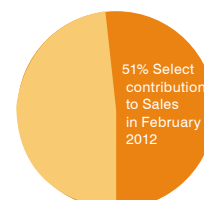
Warm regards,
Mr. Vaibhav Saraf (GM, Sales and Marketing)

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Replacement Sales Trend and Select Contribution in February 2012

The month of February 2012 proved to be very successful in terms of replacement sales and we could register a considerable growth compared to the same period last year. The contribution to Sales from our Select family was 51% during the period.





Select Appointment (February 2012)

| Dealer Name | Branch | Month |
|---------------------------|------------|--------------|
| Sai Tyres | Ghaziabad | February' 12 |
| Sri Srinivasa Enterprises | Vijayawada | February' 12 |

Select Store Upgradation and Inauguration (February 2012)

Rathi Tyre World

We are very happy to announce the launch of our Select Store with 'Rathi Tyre World' in Siliguri. The showroom was formally inaugurated on Thursday, 23rd February, 2012 by Mr. Rajiv Sharma – DGM North and East, Bridgestone India Pvt. Ltd.



Bridgestone – WSH Tie-up

We are glad to inform you that Bridgestone has tied up with the World Series Hockey (WSH), as title sponsors of the biggest-ever hockey league event in the world.

The series is called the “**Bridgestone World Series Hockey**” and will be held from February 29 to April 2, 2012. Over 200 leading players, Indian and international will battle for the coveted trophy. Saif Ali Khan will unveil the trophy for the event.

Bridgestone has always been associated with various sports events and is thrilled to promote the National Game of India. This also marks the beginning of an aggressive marketing strategy of Bridgestone, thus promoting the National Game pan India.

We at Bridgestone have entered into this partnership for the first time and are sure this association will reap rewards!



Media Coverage

The event was extensively covered by leading newspapers across the country and online too. The grid below will give you more details about who covered the event.

| Name of the Publication | |
|------------------------------|----------------------------|
| The New Indian Express | The Hindu |
| Deccan Chronicle | The Asian Age |
| Sakal | Punyanagari |
| Prahaar | Loksatta |
| Maharashtra Times | Mid-day |
| Navbharat | Times of India |
| Afternoon Despatch & Courier | Sanmarg |
| Telegraph | Bengal Post |
| Hindu Business Line | DNA |
| Mumbai Mirror | Hindustan Times |
| Vratta Dinank | Mumbai Mitra |
| Name of the Website | |
| www.goonj.co.in | www.timesofindia.com |
| www.apnaindia.com | www.sports.ndtv.com |
| www.thehindu.com | www.expressindia.com |
| www.fridaymoviez.com | www.ipletra.indiatimes.com |
| www.1click.indiatimes.com | www.campaignindia.in |
| www.chuckaschultz.com | |



Bridgestone Retail Newsletter



Tiara–New Alloy Wheels & Gold Coin Scheme

Bridgestone had introduced 'Tiara Alloy Wheels' under centralized purchase in July 2011. This initiative received a very encouraging response from Select members.

Feedback received, was to incorporate the "Select" logo on the cap of the wheels. In our constant endeavor to support our Select members in every possible way, we have put in extensive efforts to introduce 'Select' branded wheels. This initiative will help all our Select members differentiate Tiara Alloys from those available in the rest of the market.

Presently some of the SKUs are available with 'Select' branding on it and will be implemented on all the wheels in phases.

Gold Coin Scheme

Bridgestone has launched an exciting 'Sell-in Scheme'. Based on the off take, each Select dealer would be awarded a Gold Coin (starting from ₹ 8,000/- to ₹ 20,000/- as per the off take). The Sell-in Scheme is valid for the period 1st January to 31st March 2012.



Nitrogen Generator Tie-up

Bridgestone has tied up with PCL-SUMO Company for Nitrogen Generator Machines, which have been acquired through our centralized purchase initiative. These expensive, high-performance, imported-grade CMS (Carbon Molecular Sieves) from Germany, guarantee a longer trouble-free life. These machines promise low life time costs, high grade filtration and high performance.



| Day Book | | | |
|------------------------------|--------------|------------------|------------|
| Start Date | | 30 February 2012 | |
| End Date | | 29 Feb 2012 | |
| Cash | | Opening Balance | 141,689.26 |
| Description | Receipt | Payment | |
| Total Cash Sales | 75,544.76 | | |
| Total Cash Purchase | | 0.00 | |
| Transfer to Bank | | 8,800.00 | |
| Transfer from Bank to Cash | 8.00 | | |
| Stock Payment Vendor | | | |
| Stock Payment Customer | | | |
| Miss. Cash In | 1,000.00 | | |
| Miss. Cash Out | | | |
| Salary to Staff | | | |
| Telephone & Fax | | 0,000.00 | |
| Plantation Equipment | | | |
| Computer Item & Maint. Equip | | | |
| Petrol & Fuel | | | |
| Commission & Brokerage | | | |
| | | Closing Balance | 210,484.02 |
| Credit Card Bills | | | |
| Date | Credit Cards | Value | Payment |
| 02/02/12 | WELFCARD | 0,000.00 | |
| Total | | 0,000.00 | |

POS

We are happy to let you know that POS, which we introduced last month has been very effective. It has been successfully implemented at Tyre World, Nerul (Navi Mumbai Branch). It was also installed at both the Select counters of Shiva's (Bangalore Branch) which was then followed by key user training and related support. (17th – 23rd Feb, 2012).