



**CSR Activity – Ecofriends**

Noida: Tyre Dynamics



Navi Mumbai: Tyre World



**Wheel Care, Dombivli – Garage Meet**

Wheel Care & Bridgestone conducted a Technical Meet especially for OEMs & Garage Owners in and around Dombivli. The meet was held at Hotel Nandi Palace, Dombivli (Mumbai) on 23rd May, 2012



The garage owners majorly influence customers in their tyre purchase decision. Keeping this in mind Wheel Care organized a technical meet. The objective of the meet was to understand the tyre purchasing process of the end customer, educate & create awareness among customers about BSID product range & its quality features, understand the current market scenario and help gauge the perception of garage owners towards Bridgestone products. It also



gave us an opportunity to interact with the garage owners in order to promote our brand and our BSID Select members.

**Brand Enhancement**

**Revised TVC**

We have edited our existing TVC and replaced the last frame with a 'family' representing our philosophy of supporting people. The TVC has been running on major TV Channels since



27th May. The channels on which the TVC will be seen are:

General Entertainment channels like Sony TV and SAB TV.

Hindi Movies channels like Star Gold, Zee Cinema and Set Max.

News channels like Aaj Tak, Zee News, IBN7, CNN IBN, CNBC TV 18.

Regional channels like Star Majha, IBN Lokmat, Star Ananda, Sakshi TV, TV9 Karnataka, Suvarna News and many more.

**Outdoor Activity**

We have revised our Outdoor Campaign with a new creative for the month of June. It has been replaced in 50 markets across India.

The campaign will run in 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, and Andhra Pradesh.

**Online Activity**

Our Brand Digital Campaign is currently live on Yahoo, MSN, Rediff, Cricinfo, Vdopia, IBIBO, Google and many more websites.



**New and Improved TPMS and GPS**

TPMS and GPS system is now available with an upgraded version that covers 1.28 million kilometres and 6.25 million points of interest.

This digital map now covers more than 4200 cities across India with some of its most advanced visual content such as Motorway



Junction objects, Sign-as-real, enhanced junction view and 3D landmarks.

An article in GPS Business news reinforces that the upgraded version will benefit the customers and we expect our Select members to make the most out of it.

**Dear Select Members,**

Welcome to the May edition of Numero Uno. We are very pleased to update you on the latest developments at Bridgestone.

Today's children, will be the leaders of tomorrow and to gain insight into their thoughts on environment and nature, Bridgestone had conducted a drawing competition for school children at 3 new Select Super Concept stores. In the coming months we would be extending this CSR activity to other Select Super Concept stores across India. During this activity the children & their parents were educated about road safety measures & all the vehicles were given a free car check-up.

We are also happy to announce the upgraded version of TPMS and GPS system which will be made available to our Select members across India. An article for the same was published by GPS Business News on 8th May, 2012.

Bridgestone TVC is back on your screen from 27th May. The newly edited TVC represents our philosophy of supporting people. The second release of our brand campaign is slated to run for the month of June with a revised creative. Both these activities are supported by an online digital activity.

Also, we are happy to introduce four new members in our Select family: Delhi tyres, Faridabad; Tyre Professionals, Bengaluru; Poddar Tyres, Bhubaneswar and Sri V. M. Tyre Centre, Salem.

This month's Select contribution to Sales has been 50%.

Thank you all for your support.

Warm regards,

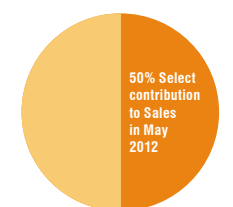
Mr. Vaibhav Saraf  
GM, Sales & Marketing

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**Replacement Sales Trend and Select Contribution in May 2012**

The month of May 2012 registered a reasonable growth compared to the same period last year and during this period the contribution to Sales from our Select family was 50%.







### Select Appointments

Dealer Name	Branch	Month
Delhi Tyres	Faridabad	May 2012
Tyre Professionals	Bengaluru	May 2012
Poddar Tyres	Bhubaneswar	May 2012
Sri V.M Tyre Centre	Salem	May 2012

### Select Upgradation and Inauguration

#### Wonder Wheels

We are very happy to announce the launch of our Select Store with 'Wonder Wheels' in Vijayawada. The showroom was formally inaugurated on Wednesday, 16th May, 2012, by Mr. Manoj Sinha (DGM - East Bridgestone India Pvt. Ltd.)



#### Wheel Track Alignment

We are very happy to announce the launch of our Select Store with 'Wheel Track Alignment' in Thaliparamba. The showroom was formally inaugurated on Friday, 18th May, 2012, by Mr. S. Venkitachalam (Dy. General Manager - Bridgestone India Pvt. Ltd.)



### Select Upgradation and Inauguration

#### Sri Srinivasa Enterprises

We are very happy to announce the launch of our Select Store with 'Sri Srinivasa Enterprises' in Khammam. The showroom was formally inaugurated on Wednesday, 23rd May, 2012, by Mr. Vaibhav Saraf (General Manager - Sales & Marketing Bridgestone India Pvt. Ltd.)



#### Raj Enterprises

We are very happy to announce the launch of our Select Store with 'Raj Enterprises' in Tirupati. The showroom was formally inaugurated on Wednesday, 23rd May, 2012, by Mr. Vaibhav Saraf (General Manager - Sales & Marketing Bridgestone India Pvt. Ltd.)



#### Tyre Clinic

We are very happy to announce the launch of our Select Store with 'Tyre Clinic' in Alway. The showroom was formally inaugurated on Sunday, 27th May, 2012, by Mr. Pattabi Seetharaman (Regional Manager - Sales Bridgestone India Pvt. Ltd.)



### Ecofriends – CSR Activity

At Bridgestone, we have taken the initiative to develop our brand image as a responsible and eco-friendly corporate brand.

And to do that we had organised a drawing competition for school children on 12th May, 2012 at our 3 new Select Super Concept stores.

The theme of this initiative "Ecofriends Drawing Competition" is parallel to our new concept store values of Environment Friendly & Safety.

Value Adds to the Activity:

- Free Car Check-up for the Parents.
- Free Plant Saplings for all Participants.
- Safety being the prime concern at Bridgestone, educating kids and parents on road safety was also a part of our CSR Activity.

The response during the month of May was overwhelming, and children came in large numbers with their parents to participate in the drawing competition. The reason for such a large turnout was the ongoing summer vacations and promotional activities with the support of our Sales Staff.



Lucknow: M. M. Radials Hub

