



P. G. Garodia - Ghatkopar



Implementation of POS and SOP Training

The POS implementation and SOP training was initiated by Bridgestone Retail Department from 29th to 31st Aug 2012. It was a 3-day Pilot training program at Super Tyres, Mumbai by GFK, a training agency based in Mumbai.

The software is a complete retail management system that automates several areas of business like Point of Sale, Inventory Control, Automatic Purchase Order Creation, Automatic Price Updates, Accounts Receivable and Payable and much more.

Each Bridgestone Select Store will be provided with a SOP Manual. This manual is a handbook that helps understand the various topics like Work Flow, Customer Handling, Telephone Etiquettes, Do's and Don'ts etc. This manual will help the Select Staff to get acquainted with Modern Concepts of Retail Management.

The activity aims at standardizing procedures and ensures world-class customer experience at Bridgestone family channel stores.



Tiara Alloy Scheme

We have launched new designs of tiara alloy wheels. Our schemes for the upcoming tiara wheels are lined up in association with HDFC bank. As a part of our ongoing sales support to our Select family, on completion of each slab the members will be rewarded. If they make it all the way to the last slab, they could win a trip to Bangkok. The available designs are: T239 (14 & 15"), T819 (14") & T084 BM/SM (15" SUV)



Here are the details

| Slab No. | Target for the Quarter (July - Sept12) (No. of Tiara Wheels) | Scheme Item |
|----------|--|--|
| 1 | 52 | ₹ 7,500/-(*Worth of cash card by HDFC Bank) |
| 2 | 100 | ₹ 15,000/-(*Worth of cash card by HDFC Bank) |
| 3 | 160 | ₹ 23,000/-(*Worth of cash card by HDFC Bank) |
| 4 | 200 | ₹ 30,000/-(*Worth of cash card by HDFC Bank OR Bangkok Trip) |

*HDFC Card

Cash Card – A preloaded cash card which works like a debit card powered by Visa. It can be used at any Visa outlets till the limit of the card is over. It is valid from the date of issue.

Other Conditions:

1. Offtake will be based as per Select (Entity) basis.
2. The Payment for all the previous months offtake should be cleared & there should be no overdue outstanding.
3. The quantity has to be completed with the available stock in Tiara only.
4. Bangkok Trip will be for 4 days & 3 nights. (Conditions apply).

Select Trip 2012 - South Africa

The 'Rainbow Nation' experience

Shiva's - Anil Grover

The experience in Sun City, Cape Town and The Cape of Good Hope in South Africa was marvelous. From the game drive at the Pilanesberg National Park, to the cloud draped Table Mountain and beautiful Beaches in Cape Town; to watching the Atlantic hitting against the shore at The Cape of Good Hope, everything was simply majestic.

My wife and I would like to thank Bridgestone for organizing a well-planned trip and taking good care of us.



Lamba Agencies (P) Ltd. Damanjit Singh

I commend the entire Bridgestone team for organizing a truly memorable trip for us to South Africa. This trip exceeded our expectations. Your attention to detail was prevalent throughout and both the guides & hotels were excellent in every respect. It will go down as one of our best trips.

Thanks again for your effort in putting together such a wonderful trip.



Dear Select Members,

With celebrations of freedom and festivals, the month of August has come to an end. Our CSR activity is still running across India. Covering 70 schools in 7 cities of India, the theme for this month was "Think Before You Drive". A campaign directed at teaching road safety to children.

We also implemented POS at Super Tyres, Mumbai and have further plans of implementing the software at all Bridgestone Select & Select Super Stores in phases. Bridgestone aims at providing complete support to our Select members. Keeping our sales support in mind, we have introduced a new Tiara Alloy Scheme. Read more in the inside pages.

Redeeming the companion offer, the Select Members had an exhilarating experience in The Rainbow Nation, South Africa. They enjoyed the whole experience and look forward to many more.

This month, the Select contribution to Sales has been 48%.

Thank you all for your support.

Warm regards,

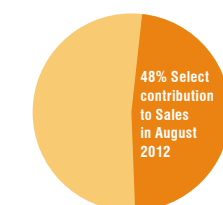
Mr. Vaibhav Saraf
GM, Sales & Marketing

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Replacement Sales Trend and Select Contribution in August 2012

The contribution to Sales from our Select family was 48% during the period.



Select Upgradation & Inauguration

Cherry Agencies Pvt. Ltd.

We are very happy to announce the launch of our Select Store with 'Cherry Agencies Pvt. Ltd.' in Navi Mumbai. The showroom was formally inaugurated on Wednesday, 15th August, 2012, by Mr. Vaibhav Saraf (GM – Sales & Marketing, Bridgestone India Pvt. Ltd.)



Sri. Laxmi Auto Stores

We are very happy to announce the launch of our Select Store with 'Sri. Laxmi Auto Stores' in Bikaner. The showroom was formally inaugurated on Friday, 17th August, 2012, by Mr. Vaibhav Saraf (GM – Sales & Marketing, Bridgestone India Pvt. Ltd.)



Asirvatham Tyres

We are very happy to announce the launch of our Select Store with 'Asirvatham Tyres' in Nagercoli. The showroom was formally inaugurated on Tuesday, 28th August, 2012, by Mr. P. G. Rajeev (RSM – South East, Bridgestone India Pvt. Ltd.)



Think Before You Drive - CSR Activity

Bridgestone as a responsible corporate brand initiated a "Think Before You Drive" campaign across 7 cities which included Delhi, Mumbai, Hyderabad, Chennai, Bengaluru, Pune and Indore. The campaign covered classes 1st to 5th in 70 schools across these cities. It helped us reach out to approx 70,000 people who included students, parents and school staff.

The objective of the campaign was to spread awareness among parents through their children and promote importance of road safety among children.

The activity was conducted by Bridgestone volunteers in schools. We introduced children to the concept of Signal To Safety through an AV presentation. This was followed by a drawing contest where children were provided with a pledge form, drawing sheet, stationery kit, fridge magnet, safety booklet and a CD with the AV and game. The contest winners were awarded with a trophy and certificate too.



We also played games on safety like Simon says, red light-green light, etc. And winners were awarded with a trophy and certificate.

Ajmera Global School - Borivali West



Think Before You Drive - CSR Activity

Childrens Academy - Kandivali



Kendriya Vidyalaya - Bhandup East

