



Numero Uno

Keep yourself updated!

Bridgestone Retail
Newsletter

April 2011

Select Inauguration (April 2011)

R V Commercial Tyres - Chennai

We are very happy to announce the launch of our Select Showroom with "R V Commercial Tyres" in Chennai. The showroom was formally inaugurated on Monday, April 04, 2011, by Mr. S. Venkitachalam (DGM – South, Bridgestone India Pvt. Ltd.).



Bhubaneswar Tyres - Bhubaneswar

We are very happy to announce the launch of our Select Showroom "M/s Bhubaneswar Tyres" in Bhubaneswar. The showroom was formally inaugurated on Thursday, April 7, 2011, by Mr. Rajiv Sharma (DGM – North and East, Bridgestone India Pvt. Ltd.).



COMPANION OFFER

The Companion Offer is back again this year with a new and exciting destination: Italy. One of the most sought-after travel destinations, Italy is indeed enchanting with timeless architecture like the Leaning Tower of Pisa and the Colosseum, the fashion capital of the world - Milan and the romantic Venice.

The sales outlook of 2011 is already looking promising and this campaign will run from April to September 2011 to motivate our Select Members to achieve new records in retail sales. In October 2011, the winners along with their spouses will be going on an all-expenses-paid 4 Nights and 5 Days trip to Italy. The details of this Offer have already been emailed to the Select Members. We wish everybody good luck and a happy journey.



VOTE OF THANKS: SUPPORTERS OF JAPAN CRISIS

Sl. No.	Select	Entity No.	Branch	Amount (Rs)
1	Hongs United Agencies	4055	Guwahati	31,000
2	Imphal Tyres	4452	Guwahati	10,000
3	Computech Mobile Shed	4032	Guwahati	10,000
4	Supreme Tyres	807	Raipur	25,000
5	Shree Sai Tyres	4258	Ahmedabad	10,000
6	Tyre Centre	6269	Coimbatore	20,000
7	Tyre Dynamics	9385	Ghaziabad	50,000
8	Shiva's	8898	Bangalore	25,000
			TOTAL	181,000

We sincerely thank the following Select Members who have opened their hearts and made voluntary contributions to the Japan crisis.



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Dear Select Members,

Welcome to yet another edition of Numero Uno. I am pleased to inform you that Bridgestone Select Stores have been delivering good results. All your efforts have accelerated our growth rate and demonstrated what a collective effort can accomplish.

We have worked hard throughout the year and given it our best to achieve all our goals together. Hence on a even happier note, I announce that the 'Companion Offer' is back and this time the destination is Enchanting Italy! So this is your chance to relax and enjoy. Hope to see you there!

We sincerely thank all those Select members who have contributed to the Japan Crisis. Please find your names listed in the Vote of Thanks section at the end.

I am very happy to report that the percentage increase in sales for April 2011 was 13% and the contribution from our Select family was a massive 49%! I congratulate all of you for all your hard work.

Warm regards,

Mr. H. Mori
Director – Sales & Marketing

Replacement Sales Trend and Select Contribution in April 2011

The month of April '11 proved to be very successful in terms of replacement sales and we could register a growth of 13% compared to the same period last year. The contribution to sales from our Select family was 49% during the period.



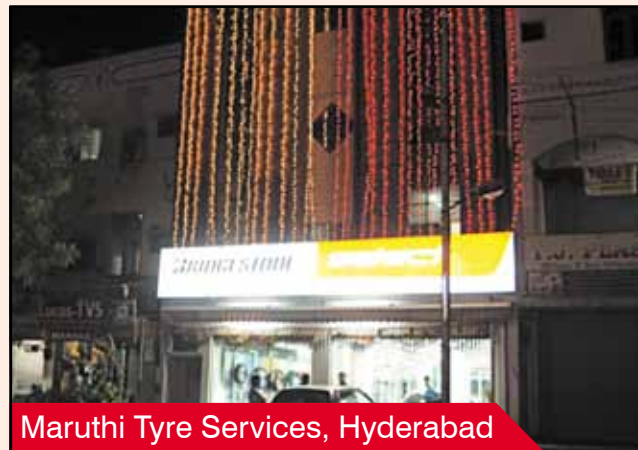
Select Appointment (April 2011)

Dealer Names	Branches	Month
New Holta Tyres	Ludhiana	April '11
Sri Ram Tyre Centre	Mangalore	April '11
Shiva's (Select Super)	Bangalore	April '11

Select Upgradation (April 2011)



R V Commercial, Chennai



Maruthi Tyre Services, Hyderabad



National Tyres, Nashik



Rana Motor Cares, Dharamshala

Select Inauguration (April 2011)

Gugnani Tyres - Bhubaneswar

We are very happy to announce the launch of our Select Showroom with "Gugnani Tyres" in Bhubaneswar. The showroom was formally inaugurated on Friday, April 8, 2011, by Mr. Rajiv Sharma (DGM – North and East, Bridgestone India Pvt. Ltd.).



Wheel Care - Dombivli

We are very happy to announce the launch of our Select Showroom with "Wheel Care" in Dombivli. The showroom was formally inaugurated on Friday, April 8, 2011, by Mr. Vaibhav Saraf (GM – Sales & Marketing, Bridgestone India Pvt. Ltd.).



Select Inauguration (April 2011)

National Tyres - Nashik

We are very happy to announce the launch of our Select Showroom with "National Tyres" in Nashik. The showroom was formally inaugurated on Monday, April 25, 2011, by Mr. Vaibhav Saraf (GM – Sales & Marketing, Bridgestone India Pvt. Ltd.).



Maruthi Tyre Services - Hyderabad

We are very happy to announce the launch of our Select Showroom with "Maruthi Tyre Services" in Hyderabad. The showroom was formally inaugurated on Thursday, April 28, 2011, by Mr. S. Venkitachalam (DGM – South, Bridgestone India Pvt. Ltd.).

