

NUMERO UNO

August 2014

Toll-free No.: 1800 222 088

POS INSTALLATION & SOP TRAINING

With the continuing hard work and efforts of our Retail team, we have successfully completed the POS Installation and SOP Training at 264 stores till date. Branches covered were at Bhubaneswar, Salem, Nagpur, Faridabad, Ghaziabad, Ludhiana, Jammu and others. Further re-training has been done at 146 stores till August 2014.



AR-20 SELL-OUT SCHEME

Bridgestone launched a Sell-Out Scheme to push the sales of Turanza AR-20. A Towel set would be given to customers who purchased four AR-20 tyres. The Towel Set contained two face and two hand towels.

To further support the scheme, promotional activity was done at Select Stores through Posters and Banners.



**Stay refreshed
with Bridgestone**

Dear Select Members,

We have pleasure in presenting to you the August edition of Numero Uno with a new look. We hope you find the design of the Bridgestone newsletter refreshing and the format interesting. A few things won't be changing though. The news will continue to be vibrant and exciting as always.

During the month of August we launched 'Stay refreshed with Bridgestone', a Sell-Out Scheme offering a set of four towels on purchase of four Turanza AR-20 tyres. The promotional activity received tremendous response and was a huge success.

Meanwhile POS Installation and SOP training continued vigorously throughout August, and a noteworthy 264 stores were covered. We thank our Bridgestone Team for their unflagging efforts.

The welcome new addition to the Bridgestone family this month is Select Store: Highway Tyres (Trivandrum). We assure our support to the new entrant and wish it great success.

Warm regards,

Mr. Vaibhav Saraf
Sr. GM, Sales & Marketing

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REPLACEMENT SALES TREND AND SELECT CONTRIBUTION AUGUST 2014

The massive efforts by the Select Family and Team Bridgestone ensured that the Select contribution to Sales in the month of August 2014 was a whopping 53%. We would like to thank you all for your contribution towards this feat.

53% Select contribution
to Sales in
August 2014

SELECT APPOINTMENT

Dealer	Category	Branch	Month
Highway Tyres	Select	Trivandrum	14th August 2014

SELECT INAUGURATION

Goyal tyres Centre, Ludhiana

We are very happy to announce the launch of our Select Store with Goyal tyres Centre, Ludhiana. The showroom was formally inaugurated on Friday, 22nd August, 2014, by Mr. Vaibhav Saraf (Sr. GM - PSR, Bridgestone India Pvt. Ltd.).



Tyre Bazar, Ernakulam

We are very happy to announce the launch of our Select Store with Tyre Bazar, Ernakulam. The showroom was formally inaugurated on Friday, 22nd August, 2014, by Mr. S. Venkitachalam (Sr. Deputy General Manager, Bridgestone India Pvt. Ltd.).



SELECT INAUGURATION

Bagali Tyres, Hubli

We are very happy to announce the launch of our Select Store with Bagali Tyres, Hubli. The showroom was formally inaugurated on Wednesday, 27th August, 2014, by Mr. PG Rajeev (RSM PSR Repl. Sales, Bridgestone India Pvt. Ltd.).



SELECT SUPER NEW CONCEPT STORE INAUGURATION

Rao Tyres, Chennai

We are very happy to announce the launch of our Select Super Concept Store with Rao Tyres, Chennai. The showroom was formally inaugurated on Thursday, 7th August, 2014, by Mr. Ajay Sevekari (HLDR, Bridgestone India Pvt. Ltd.).

