



Environment & You - CSR Activity at Select Super Concept Stores

We continued with our CSR Activity 'Environment & You', a drawing competition for kids at our Bridgestone Select Super Concept Stores. The children were given drawing materials and a theme of 'Environment & You', to express their understanding and perception of the environment today. The Drawing Competition carried the message of protecting the environment from the kids to their parents. The activity was carried out at:

Diamond Enterprises, Bhubaneswar



Accelerate Exploration



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Dear Select Members,

Hope this issue finds you in the best of spirits. It gives me great pleasure to present to you the July edition of the Bridgestone newsletter. In this issue we would like to share with you all the pleasant things that happened during the month of July in your family; the Bridgestone family.

Like the monsoon rain, our initiative 'Environment and You' – A drawing competition for kids has covered more ground. In July this event was held at Diamond Enterprises, Bhubaneswar. Not only does this event create awareness about the environment in a playful way but also gives a chance for kids and parents to spend quality time together.

We welcome the new additions to our family this month: Select Store Mazda Tyres (Andheri – Mumbai) and Universal Wheels (Madurai) and assure them of our support and wish them great success.

Warm regards,

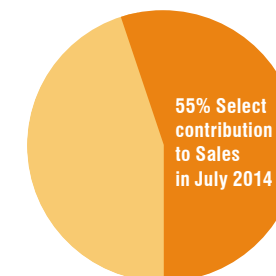
Mr. Vaibhav Saraf
Sr. GM, Sales & Marketing

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Replacement Sales Trend and Select Contribution July 2014

The massive efforts by the Select Family and Team Bridgestone ensured that the Select contribution to Sales in the month of July 2014 was a whopping 55%. We would like to thank you all for your contribution towards this feat.





Select and Concept Appointment

Store Name	Branch	Month
Mazda Tyres	Andheri	June
Universal Wheels	Madurai	July

Select Store Inaugurations

Reliance Tyre (India), New Delhi

We are very happy to announce the launch of our Select Store with Reliance Tyre (India), New Delhi. The showroom was formally inaugurated on Wednesday, 9th July, 2014, by Mr. Vaibhav Saraf (Sr. GM - PSR, Bridgestone India Pvt. Ltd.).



Select Store Inauguration

Perfect Tyres, Ahmednagar

We are very happy to announce the launch of our Select Store with Perfect Tyres, Ahmednagar. The showroom was formally inaugurated on Wednesday, 16th July, 2014, by Mr. Sunil Gang (CFO, Bridgestone India Pvt. Ltd.).



Classic Tyres, New Delhi

We are very happy to announce the launch of our Select Store with Classic Tyres, New Delhi. The showroom was formally inaugurated on Friday, 11th July, 2014, by Mr. Vaibhav Saraf (Sr. GM - PSR, Bridgestone India Pvt. Ltd.).

Select Super New Concept Store Inauguration

Auto Tyres, Surat

We are very happy to announce the launch of our Select Super Concept Store with Auto Tyres, Surat. The showroom was formally inaugurated on Tuesday, 22nd July, 2014, by Mr. Vaibhav Saraf (Sr. GM - PSR, Bridgestone India Pvt. Ltd.).



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 260 stores till date. Further re-training has been done at 124 Stores. Branches covered till June 2014 were at Ludhiana, Faridabad, Navi-Mumbai and other places.

