



Retail Audit

We conduct the retail audit every year in order to monitor and maintain the best retail standards at Select Stores as per our policy. Until now the audit was conducted only once in a year, but from 2014 onwards we are implementing the audit twice in a year to ensure higher quality standards at the stores and to further enhance customer experience. The audit will be conducted once in each half. By changing this process we want to ensure better and effective implementation of retail practices at your esteemed Select Stores.

The audit was conducted in the month of July 2014.

Objective of Audit:

- Reward the 'Select Members' who adhere to the BSID Basic Retail Policy
- Motivate the Select Members to qualify for the highest levels of Retail Store Management
- There will be a basic qualification criteria* for Select Members to be eligible for a reward
- One Select & One Select Super (Concept) Store will be selected as National Champion for the Grand Prize
- Point Scheme Eligibility.

We sincerely hope that the above will prove to be motivation to all our esteemed Select Members towards improving the retail aspects of Tyre Trade.

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.



CSR Activity in Tech Mahindra

A robust 5-point Car Check-up Camp was conducted by Tyre Dynamics (Concept Store) at the Tech Mahindra Office in Noida. The camp was exclusively for the members of Tech Mahindra and more than 100 cars were inspected and offered advice regarding their tyres and cars. Bridgestone used this as a platform to promote products and services available at Select Stores. Special emailers were designed and sent out to all employees of Tech Mahindra to participate and benefit from this distinctive initiative. The response was overwhelming over the two days of the activity. We would like to encourage such endeavours by Select Members and pledge our unconditional support towards the same.








LET ALL ROADS LEAD TO SAFETY

Bridgestone introduces a FREE 5 point car check-up to ensure a safe drive for you and your family.

Participate in the Road Safety initiative and take advantage of the following services.

Venue: Tech Mahindra Campus, A-6, Sector 64, Noida.
Date: 12 & 13 June, 2014
Time: 10 am - 5 pm

Exclusive Offers for Tech Mahindra Employees

- ₹ 250 cash back on Alignment & Balancing
- 50% Off on AC top-up
- 50% Off on Nitrogen Inflation

- FREE Oil Change Service
- Buy 4 Tyres and get a FREE Laptop Bag (Till stocks last)
- FREE Pick-up & Drop Facility

Tyre Dynamics H-152, Sector 63, Gautam Budh Nagar, Noida 201 301.
Tel: 0120-411 1555/888, Mob: 95402 04855 | E-mail: tyre.dynamics@hotmail.com

NUMERO UNO

June 2014

Toll-free No.: 1800 222 088

**LET ALL
ROADS
LEAD TO
SAFETY**



Dear Select Members,

Welcome to the June edition of the Bridgestone Newsletter. Through this issue we share with you the exciting happenings and events that unfolded in the month of June.

Tyre Dynamics (Concept Store) in Noida conducted a unique activity for Tech Mahindra Employees. A 5-point car check-up camp along with Road Safety Campaign was exclusively conducted for Tech Mahindra Employees. The activity saw a tremendous response from the company which resulted in checking more than 100 cars during the activity. This activity has benefitted everyone involved.

This month 'Environment and You' – A drawing competition for kids, was held at Dhanush Wheels & Tyres (Bengaluru) and Manikam Co. Firm (Madurai). Once again these events were a big success.

A noteworthy 384 stores were covered under POS Installation and SOP training till the month of June. We thank our esteemed Select family members and Bridgestone Team for the immense work put in throughout the duration.

We also welcome to our family, new Select Stores: Wheels Pitstop (Calicut), Sri Anil Wheels (Hyderabad), Goyal Tyres Centre (Ludhiana) and S.S. Dua & Sons (Delhi) as well as new Select Super Concept Stores: The Tyre Station (Delhi), Bhushan Brothers (Faridabad) and The Rubber Ring (Jaipur). We ensure them all our support for their growth.

Warm regards,

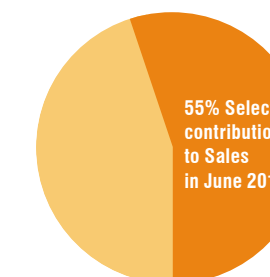
Mr. Vaibhav Saraf
Sr. GM, Sales & Marketing

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Replacement Sales Trend and Select Contribution June 2014

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





Select and Concept Appointments

Store Name	Branch	Month
Wheels Pitstop	Calicut	June
Sri Anil Wheels	Hyderabad	June
Goyal Tyres Centre	Ludhiana	June
S.S. Dua & Sons	Delhi North	June
The Tyre Station (Concept)	Delhi North	June
Bhushan Brothers (Concept)	Faridabad	June
The Rubber Ring (Concept)	Jaipur	June

Select Store Inauguration

MHKS Mohammed Ali (Tyre Division)
Nagpur

We are very happy to announce the launch of our Select Store with MHKS Mohammed Ali (Tyre Division), Nagpur. The showroom was formally inaugurated on Tuesday, 24th June, 2014, by Mr. Vaibhav Saraf (Sr. GM - PSR, Bridgestone India Pvt. Ltd.).



Select Store Inauguration

Gupta Brothers, Gurgaon

We are very happy to announce the launch of our Select Store with Gupta Brothers, Gurgaon. The showroom was formally inaugurated on Wednesday, 11th June, 2014, by Mr. Vaibhav Saraf (Sr. GM - PSR, Bridgestone India Pvt. Ltd.).



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:

Manikam Co. Firm – Madurai



Tashman Enterprises, Shimla

We are very happy to announce the launch of our Select Store with Tashman Enterprises, Shimla. The showroom was formally inaugurated on Thursday, 12th June, 2014, by Mr. Vaibhav Saraf (Sr. GM - PSR, Bridgestone India Pvt. Ltd.).



Dhanush Wheels & Tyres – Bengaluru

