



**BRIDGESTONE INDIA PRIVATE LIMITED**  
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March 5th, 2011

**Subject: Increase in Prices of BSID & imported Tyres & Tubes [Passenger Radial]**

Dear Esteemed Bridgestone Dealers,

This is in reference to the above subject regarding increase in prices of BSID & imported products. You may be aware that from last price increase the international commodity prices have shown a massive upward trend. All the raw materials especially Natural rubber prices have shown an unprecedented increase. Considering that it is not possible for us to absorb the impact any more. In order to offset the impact partially Bridgestone India is now again forced to announce the price increase of all BSID & imported products (passenger Radial Segment) w.e.f. 16<sup>th</sup> March 2011.

The price increase will vary size by size and we estimate the weighted average price increase to the tune of 4%. The size wise Net Billing price, Maximum Retail price & Recommended Customer Price will be sent to you shortly.

It has been our constant endeavor to provide you the best possible support & cooperation in all circumstances. We wish to extend our support to our esteemed dealers by providing this information in advance so that necessary purchase can be planned at your end before the actual price increase. Your kind understanding of the above subject will be highly appreciated.

Best Regards,

H. Mori  
Director (Sales & Marketing)