



MARKETING NEWSLETTER

**GT RADIAL RECEIVES INDONESIA
ORIGINAL BRAND AWARD 2021**



GT RADIAL RECEIVES INDONESIA ORIGINAL BRAND AWARD 2021

PT Gajah Tunggal Tbk, again received the Indonesia Original Brand Award 2021 through the GT Radial brand for the car tire category. This event was held virtually through the digital platform Youtube on Friday, July 16, 2021.

This award was won by GT Radial because it has been ranked at the top for the car tire category based on the results of respondents' statements from research conducted by Indonesia Original Brand to 5,000 respondents or approximately 180 respondents per product category with criteria in the form of male or female with education. Minimum senior high school aged 21-40 years. All respondents were randomly selected in stages through the interview method using a mobile survey application with structured questions. In addition, respondents were also interviewed face-to-face by applying strict health protocols.