



Press Release Addendum

COMPANY, PEOPLE, ACHIEVEMENTS PROFILER

RED ROOSTER RACING PVT. LTD.

Started in 2008, Red Rooster Racing is India's leading professional Motorsports company and is one of the companies in the group, building the market for performance motoring and Motorsport in India.

Red Rooster Racing has teams in multiple disciplines of Motorsport, including Rallying (cars), Circuit Racing (motorcycle and cars), and Karting – making it the only company in India with such a presence.

Founded by Dinesh Reddy, 3rd generation entrepreneur, ex-Partner and Director of family owned Nutrine Confectionery Ltd., also a keen biker, the vision and objectives of the organisation includes the following:

- to catalyse and establish Indian Motorsports
- to make Motorsport more accessible – to participants and fans
- to elevate it to the best world standards through strategic initiatives and international partnerships
- to develop, nurture and mentor Indian talent
- to see Indians emerge as world-class champions in all disciplines of Motorsport
- to be a dominant force in all disciplines of Motorsport in India, Asia Pacific and the World
- to bring to India international Motorsport events

At the helm of technical affairs is N Leelakrishnan, 7-time Indian National Rally Champion and one of the most reputed tuners in the Asia-Pacific region, with over 25 years of experience in rallying and racing - both at the wheel and behind it. Alongside him are a team of technical specialists from India and across the globe.



Red Rooster Performance Pvt. Ltd.

Red Rooster Performance is a state-of-the-art automobile engineering facility in Bangalore offering solutions, product and services to motoring enthusiasts and race teams. Being the only one of its kind in the country today, the company will be a pivotal force in the automotive aftermarket, driving and influencing consumer purchase and modification trends. It will also distribute high quality products, with its partnerships with international manufacturers. It will have a pan India presence in 3 major cities in the next 12 months.

Red Rooster Infrastructure Pvt. Ltd.

A proposed venture to set up a world class karting facility and racing track in Bangalore, India.

Red Rooster Lifecycle Pvt. Ltd.

Established to provide, establish and grow the cycling-cum-adventure culture in India in a big way.

PEOPLE PROFILES

Managing Director

Red Rooster Racing was founded by **Dinesh Reddy**, 3rd generation entrepreneur, ex-Partner and Director of family owned Nutrine Confectionery Ltd., and a die-hard motor sport aficionado, in 2005 he circumnavigated India - covering 17,000kms in 57 days.

Red Rooster Racing was founded with the sole objective of making Motorsports accessible and to give India its own Schumachers, Loeb's and Rossis. Along with his team of technical directors and other experts, he is instrumental in the success of the team and giving Motorsports in India the push it requires, creating opportunities for Indian talent and companies, not only in India, also at the international stage. His vision is to see Indians emerge as world class champions in all disciplines of Motorsport.

Chief Technical Director

N. Leelakrishnan is at the helm of technical affairs at Red Rooster. He is 7-time Indian National Rally Champion (holds the record), has 25 years of rallying and racing experience, and is one of the most recognised names in the fraternity in India. He spearheads the R&D at Red Rooster. His technical expertise is reputed across the Asia Pacific region and his insights into the development and design of racing cars has helped Red Rooster give its drivers an incomparable edge.



Technical Director - Motorcycles

Our Motorcycle team technical head is **Andrew Morrice**, who anchors the overseas technology initiative of RRR out of Singapore. Rated amongst the top five 2-wheeler suspension specialists in Asia and an expert in building and tuning racing engines, Andrew was also FIM steward for 3 years and has mentored team Mezzo Racing in Singapore.

ACHIEVEMENTS

In the last 2 years we have seen unprecedented success in national rally scenario and international racing scene.

Rallying - Cars

- 2008: *Indian National Rally Champions (Debut Year 1st & 3rd place, debut year)*
- 2009: *Runner up in the Indian National Rally Championship*
- 2009: *Rally Star Cup Winner*

Circuit Racing - Cars

- 2008: *National Road Racing Champions (1st, 2nd & 3rd place, debut year)*
- 2009: *3rd in Formula BMW Series at Sepang, Malaysia*
- 2009: *National Road Racing Champions*

Circuit Racing – Motorcycles (National & Asia Pacific)

- 2008: *2nd overall in the Malaysian Super Series*
- 2009: *1st in FIM ARRC (Asian Road Racing Championship), Zhuhai, China*
- 2009: *3rd in FIM ARRC (Asian Road Racing Championship), Chennai, India*
- 2009: *Indian National Road Racing Champions*

www.redroosterracing.com

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