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Apollo Tyres deepens its connect with football in India

Partners with Indian Super League (ISL) for the current season

Deepening its association with football further in India, Apollo Tyres has partnered with the ongoing Indian Super League (ISL) for the current season. With few matches of the 4th edition of ISL already underway, the competition between the teams is gradually picking pace and is garnering increased eyeballs, both on the ground, as well as on television and on other platforms for video streaming.

Commenting on the partnership with ISL, **Satish Sharma, President, Asia Pacific, Middle East & Africa (APMEA), Apollo Tyres Ltd** said, "We are looking at leveraging on the organically growing and fast adoption of football as a sport in India, and Indian Super League is the best platform for that. Football being the key element of our brand building strategy across geographies, it would be our endeavour to work at the grassroots level of football. Come on India, #LETSFOOTBALL!"

With more than three months of the footballing action still to go in this season of Indian Super League, Apollo Tyres has planned multiple activations across cities, where matches are scheduled to be held, to engage with the enthusiastic football fans.

ISL Spokesperson said, "Having strengthened club participation from eight to 10 in the Hero Indian Super League this season, its soaring viewership and the league's commitment to grassroots football, India is undergoing a football renaissance. We are extremely happy that we are seeing greater interest from corporates with Apollo Tyres committing to be part of the Indian football growth story."

Apollo Tyres has already established successful alliances with various top brands in world football. They are currently the Global Tyre Partner for English Premier League clubs, Manchester United and Crystal Palace, in addition to its association with Borussia Monchengladbach in the German Bundesliga. Very recently, the tyre major announced its entry into Indian football arena by becoming the principal sponsor for the Indian Super League team, Chennaiyin FC, and becoming the title sponsor for I-league team, Minerva Punjab FC.

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For further details contact:

ROHIT SHARAN, +91 124 2721000, rohit.sharan@apolloytyres.com

About Apollo Tyres Ltd

Apollo Tyres Ltd is an international tyre manufacturer and the leading tyre brand in India. The company has multiple manufacturing units in India and a unit each in The Netherlands and Hungary. The company markets its products under its two global brands – Apollo and Vredestein, and its products are available in over 100 countries through a vast network of branded, exclusive and multi-product outlets.

Apollo Tyres Ltd., 7 Institutional Area, Sector 32, Gurgaon 122001, India, T: +91 124 2721000

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