

November 24, 2017

# Apollo Tyres becomes the title sponsor for Minerva Punjab FC

## Minerva is north India's only team in Hero I-league

With the 2017-18 I-League season around the corner, Apollo Tyres has associated with Mohali-based **Minerva Punjab FC (MPFC)**, as their title sponsors for a five year contract. MPFC has managed to keep their flag flying high against all odds since their inception in the top flight of Indian Football in 2016.

Commenting on the association, **Satish Sharma, President, Asia Pacific, Middle East & Africa (APMEA), Apollo Tyres Ltd** said, "It would be our pleasure to be associated with Minerva Punjab FC and contribute to Indian sports, especially at the grassroots level of football, where MPFC is already doing a fantastic job. This will also help us connect and engage with the fans of this club in the northern part of the country."

This association with Apollo Tyres comes at a great time for the Punjabi Warriors who debuted in the Hero I-League just a season back with a very young team. The blues have also managed to defend their AIFF Youth League/Nike Premier Cup title for two consecutive seasons (2015 & 2016), becoming the only team in the country to do so. Minerva Punjab FC (MPFC) has also contributed more than 30 players in various age-groups to the National Team, including the notable 4 for the Indian U17 FIFA World Cup Team -- Mohd Shahjahan, Nongdamba Naorem, Anwar Ali and also India's historic goal scorer in a FIFA World Cup tournament, Jeakson Singh.

Elaborating on the partnership, **Ranjit Bajaj, Owner & CEO, Minerva Punjab FC** said, "Minerva Punjab FC is a brand new team of youngsters looking to make their presence felt in the top footballing contests of India. It gives us immense pleasure to be able to partner with the country's leading tyre maker Apollo Tyres and bring them on board as our title sponsors. They have already been associated with some of the biggest clubs in world football, and we are delighted by this opportunity and look forward to a great season together."

This would be Apollo Tyres' first partnership with a Hero I-League team after having established a successful alliance 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.

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### For further details contact:

ROHIT SHARAN, +91 124 2721000, [rohit.sharan@apolloytyres.com](mailto: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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