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# Apollo Tyres gets on board with Hungarian Football

## Signs a three-year sponsorship deal with Hungarian Sports Club, DVTK

Deepening its connect further with Hungary, the leading tyre manufacturer, Apollo Tyres, has partnered with DVTK, the leading sports club in Hungary. The Company is looking at leveraging DVTK's passionate and massive fan base to raise awareness of its brand among potential customers, business partners and consumer audiences in Hungary.

Playing in the top flight of the Hungarian football League (Nemzeti Bajnokság I), Men's 1<sup>st</sup> team of DVTK, is very well-known across Hungary. Brand visibility across various sports teams during the official match time and various other sponsorship opportunities will increase the brand awareness for Apollo Tyres. Adding depth to the partnership, Apollo Tyres will offer a broader grass root support to both Women and Youth football across the region.

"Apollo Tyres' believes in connecting, supporting and enabling the local communities and prominent regional organisations and help them realise their full potential. The association with DVTK is a step in that direction and we welcome them to the Apollo Tyres family. This way of thinking is aligned with the ethos of DVTK: One Club - One Heart - One Soul" – said **Tamás Tarnai, Head of Human Resources and Corporate Support of Apollo Tyres Hungary.**

The Gyöngyöshalász factory of Apollo Tyres was inaugurated in April last year. The production is in ramp-up phase, thousands of tyres are rolling off the production line day by day. When reaching full capacity, the plant will produce 5.5 million passenger car & light truck (PCLT) tyres and 675,000 heavy commercial vehicle (HCV) tyres per annum in phase I, predominantly for the European market. The truck-bus radial facility is nearing completion, with commercial production expected very soon. Apollo Tyres markets its products under its two global brands Apollo and Vredestein.

Apollo Tyres is the Global Tyre Partner for two current English Premier League clubs -- Manchester United and Crystal Palace, and the company also has a presence in the German Bundesliga, with its association with Borussia Monchengladbach. In India, it has a presence in the Indian Super League (ISL), being the principal sponsor of Chennaiyin FC, and in the I-League, with its title sponsorship of Minerva Punjab FC.

### About DVTK

The Hungarian sports club is based in Miskolc, Diósgyőr. Founded in 1910 by the local working class youth, the football team of the club plays in the first division of the Hungarian League and has spent most of its history in the top tier of Hungarian football. DVTK is the largest sports club in the North East of Hungary and supports a host of teams including basketball, hockey, volleyball, table tennis, wrestling, chess and e-sports.

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#### 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.

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