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Apollo Tyres gets on board with Chennaiyin FC as its Principal Sponsor

This association marks the entry of the tyre major into Indian Football

Apollo Tyres today announced its association with Chennaiyin FC as its principal sponsor for the 2017-18 Hero Indian Super League season. This will be Apollo Tyres' first association with Indian football, after having established a successful alliance with various top brands in world football.

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. The tyre manufacturer aims to further build on this reputation through the new partnership with Chennaiyin FC.

"We are extremely delighted to announce this association with Chennaiyin FC, one of the most successful franchises in the Indian Super League. This association with one of India's leading football clubs allows us to engage with the large fan following of this growing sport, especially the youth. Chennaiyin FC with its strong following in Tamil Nadu, and an ever growing fan-base, provides us the opportunity to have a greater visibility for our brand across the country," said **Satish Sharma, President of Apollo Tyres Ltd for Asia Pacific, Middle East and Africa (APMEA)**.

Chennaiyin FC co-owner Mrs Vita Dani said, "We are delighted to have Apollo Tyres as our principal sponsor, and look forward to supporting each other during the upcoming ISL season. They have already been associated with football through various clubs around the world, and we are now happy to welcome them to Indian football."

About Chennaiyin FC

Chennaiyin FC is an Indian Super League franchise based in Chennai and co-owned by Mrs Vita Dani, Mr Abhishek Bachchan and Mr MS Dhoni. Chennaiyin FC won the ISL in 2015.

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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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