

A **PIS India**, producer, distributor and exporter of quality honey under the APIS Himalaya brand has roped in badminton champion and Rio silver medalist **P.V. Sindhu** as its brand ambassador. “I couldn’t be more thrilled to be associated with APIS India. I identify myself with them, as we both believe in giving our best and proving our mettle on the international stage,” said Sindhu. Added **Amit Anand**, joint MD: “This is one of the most crucial associations that we identify with. APIS India is immensely proud to associate



with one of the finest and young badminton champion in today’s age, Sindhu. Her

achievements are a reflection of her dedication and passion to bring glory to her

country and present it on the global stage, that resonates well with what we intend to do through our brand. We are sure that this association will inspire our consumers to opt for APIS India, products with maximum nutritional value.” As part of its focus on the domestic market, the company introduced two honey variants – APIS Himalaya and APIS Himalaya Gold – in the retail market. The product is available at more than 80,000 counters across India across general trade and modern trade chains. ♦