

APIS India ropes in PV Sindhu as its brand ambassador

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APIS India, a leading producer, distributor and exporter of quality honey under APIS Honey brand has roped in Indian badminton champion and five-time medalist PV Sindhu as its brand ambassador.

Talking about this association, Anil Bhandari, CEO, APIS India, said, "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 rising

badminton champions in India's sports. PV Sindhu, like all champions, are a combination of her dedication and passion for bringing glory to her country and presenting it on the global stage. Our consumers will wish what we intend to do through our brand, the new partnership. This association will inspire our consumers to opt for APIS India products with maximum nutritional value."

PV Sindhu stated, "I couldn't be more thrilled to be associated with APIS India. I am very proud to be associated with them, as we both believe in giving our best and proving our mettle on the international stage. There is an absolute synergy in our ideologies and being identified by them is a recognition in itself. A brand association helps a player to get the right direction and keeps all other worries off the court."

Don't have honey? APIS India also produces cookies, tea and gummies.

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