

Apollo tyres confirms Sachin Tendulkar as brand ambassador

Apollo Tyres on Thursday said it has roped in Sachin Tendulkar as brand ambassador of the company for five years. This is the first time that it has associated with a celebrity as the face of its brand. "By securing Sachin Tendulkar's association with our brand, we have embarked on an exciting journey together. I am sure this partnership will help us go the distance," Apollo Tyres vice chairman and MD Neeraj Kanwar said.