

## PV Sindhu named brand ambassador of APIS India

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Hyderabad, Dec 20 (IANS) Badminton champion PV Sindhu, who won a silver medal at the Olympics this year, has been roped in by APIS India — producer, distributor and exporter of honey under APIS Himalaya brand — as its brand ambassador.

The 21-year-old said in a statement: "I identify myself with them (APIS India) as we both believe in giving our best and proving our mettle on the international stage. There is an absolute sync in our ideologies and being identified by them is recognition in itself. A trusted association helps a player in the right direction and keeps all other worries off the court."



Talking about the association, Anil Anand, Joint Managing Director, APIS India said "PV Sindhu's achievements are a reflection of her dedication and passion to bring glory to her country and possess it on the global stage that resonates well with what we intend to do through our brand."

As part of focusing on the domestic market, the company has introduced two honey variants APIS Himalaya and APIS Himalaya Gold in the retail market.

Apart from honey, APIS India also produce cookies and tea.