

PV Sindhu named brand ambassador of APIS India

IANS | Hyderabad

December 22, 2016 last updated at 14:28 IST



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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 decisions and keeps all other worries off the court."