



APOLLO TYRES LTD
7 Institutional Area
Sector 32
Gurugram 122001, India

T: +91 124 2383002
F: +91 124 2383021
apollo tyres.com

GST No.: 06AAACA6990Q1Z2

ATL/SEC-21

September 16, 2025

The Secretary National Stock Exchange of India Ltd, Exchange Plaza, Bandra- Kurla Complex- Bandra (E), Mumbai- 400051	The Secretary, BSE Ltd, Phiroze Jeejeebhoy Towers, Dalal Street Mumbai -400001
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Sub: Press Release

Dear Sirs,

Please find enclosed herewith the press release dated September 16, 2025 being issued by the Company.

This is for your information and records.

Thanking you,

Yours faithfully,
For Apollo Tyres Ltd

(Seema Thapar)
Company Secretary & Compliance Officer



Registered Office: Apollo Tyres Ltd. 3rd Floor, Areekal Mansion, Panampilly Nagar, Kochi 682036, India
CIN: L25111KL1972PLC002449, Tel No. + 91 484 4012046, Fax No. +91 484 4012048, Email: investors@apollo tyres.com

Apollo Tyres Announced as Lead Sponsor of Team India in Historic 3-Year Strategic Partnership with BCCI

September 16, 2025: In a landmark announcement Apollo Tyres has been named as the Lead Sponsor of the Indian Cricket Team under a prestigious 3-year strategic partnership with the Board of Control for Cricket in India (BCCI).

Cricket isn't just a sport in India -- it's the nation's heartbeat. It unites every city, street and home. As Team India takes the field, brand Apollo Tyres will stand with them -- on their jerseys, in their triumphs and in the dreams they ignite. As millions watch the Indian team, Apollo Tyres will also Go The Distance with them -- celebrating every six, every wicket and every roar in the stadium.

This agreement grants Apollo Tyres the Title Sponsor Rights for all Bilateral and ICC (both men's and women's teams) home and away matches. As part of this landmark collaboration, the Apollo Tyres logo will be prominently featured on the front and leading arm of the official Team India jersey, symbolising a powerful alliance between one of the world's most beloved sports and a brand ready to go the distance for the national pride.

Neeraj Kanwar, Vice Chairman and Managing Director, Apollo Tyres Ltd said, "Cricket's unmatched popularity in India and worldwide makes it an honour for us to become the 'National Team Lead Sponsor' of Team India. This partnership is about national pride, strengthening consumer trust and showcasing Apollo as a true leader in our category, while supporting Indian sports at the highest level and creating unforgettable moments for fans worldwide."

Devajit Saikia, Honorary Secretary, BCCI, said: "The arrival of Apollo Tyres as our new sponsor is a testament to the hard work and consistent performance of our teams. We are excited about this being Apollo's first major sponsorship in India cricket, which speaks volumes about the sport's unparalleled reach and influence. This is more than a commercial agreement; it's a partnership between two institutions that have earned the trust and respect of millions."

This collaboration marks a significant milestone for both, brand Apollo Tyres and Indian cricket, promising impactful fan engagement, innovative activations and a celebration of Indian cricket's legacy and future. The partnership officially kicks off with immediate effect.

The Board of Control for Cricket in India (BCCI) is the governing body for cricket in India. It organises domestic and international matches, and works to grow and promote the sport at all levels.

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For further details contact:

ROHIT SHARAN, +91 124 2721000, rohit.sharan@apolloytyres.com

About Apollo Tyres Ltd

Apollo Tyres Ltd is an international tyre manufacturer and the leading tyre brand in India. The company has multiple manufacturing units in India and a unit each in The Netherlands and Hungary. The company markets its products under its two global brands – Apollo and Vredestein, and its products are available in over 100 countries through a vast network of branded, exclusive and multi-product outlets.

Apollo Tyres Ltd., 7 Institutional Area, Sector 32, Gurugram 122001, India, T: +91 124 2721000
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