

APAR Industries becomes Associate sponsor for Women's Premier League

Witness APAR's latest TVC featuring Mr. Sonu Sood in the company's first ever national TVC ad campaign



APAR Industries Limited is proud to be an associate sponsor of the Women's Premier League (WPL) for its inaugural season. This is one of many such initiatives the company has taken to promote women's empowerment and support the new dawn in Indian cricket history.

Along with some nail-biting cricket action, witness APAR's first-ever national TVC ad campaign live-streamed on Sports 18 Network, Jio Cinema, Colours Tamil and Colours Kannada Cinema from 4th March to 26th March, 2023. The TVC is with brand Ambassador Mr. Sonu Sood, featuring APAR Anushakti, the only wires in the Indian market powered by electron beam technology with 50 years of life.

Talking about the association, Mr. Kushal N Desai, Chairman and Managing Director of APAR Industries – said; "The philosophy of APAR has always been on adding value to the society. This is what drives us to bring innovative solutions to our customers. This year many renowned brands came together with BCCI to promote the women's version of India's favourite sport among a wider audience. In such a historic move, APAR had to join hands and show its complete support. This initiative is part of our ongoing initiatives to promote women empowerment and support girl child education and opportunities in India."

Mr. Shashi Amin, CEO of APAR Cable Solutions, said "This month marked a golden step for both Women's cricket in India and APAR Industries as we could connect to the larger audience on the PAN India level. Our flagship product, APAR Anushakti wires and Cables, powered by e-beam technology, is winning hearts in all strata across our present markets. This association will further reinforce our products and the company's virtues in present and target markets."

Enjoy the company's latest TVC in local languages: [Hindi](#) | [Gujarati](#) | [Kannada](#) | [Telugu](#) | [Tamil](#) | [Malayalam](#)

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