

APL Apollo Tubes Ltd launches TVC with Delhi Capitals players

The TVC features Shikhar Dhawan, Prithvi Shaw, Shreyas Iyer, Ishant Sharma and Rishabh Pant

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APL Apollo Tubes Limited has released a television commercial, featuring cricketers Shikhar Dhawan, Prithvi Shaw, Shreyas Iyer, Ishant Sharma, and Rishabh Pant. The company is one of the principal sponsors for team Delhi Capitals (DC) this IPL season.

Sanjay Gupta, CMD, APL Apollo, said, “The TVC carries the theme - ‘Inner strength’, which resonates rightly with the brand’s core values of providing robust infrastructure to modern India and fighting spirit of a sportsman.”

“The idea behind the TVC is to create a conversation around the brand. IPL is the heartbeat of the nation, and thus, we thought of timing our TVC with it for a strong mass connect and outreach.”

“We have pumped in a substantial amount of our marketing budget for brand building, this year, including the TVC,” he added.

Dhiraj Malhotra, CEO, Delhi Capitals, said, “APL Apollo has been one of our biggest partners and the brand's philosophy connects with our team's moto of being durable and resistant under pressure situations. I am looking forward to the TVC and I am sure it will connect with our fans across the globe during this mega cricket season.”

