

Press Release

Apeejay Surrendra Group strengthen its association with KingsXIPunjab

1. Picks up Kings XI Punjab man of the match, team lowers and mascots sponsorship
2. Group's premier tea brand 'Typhoo' bags Pouring Rights and will be launched in Chandigarh on May 3

Mohali, May 03, 2008: Apeejay Surrendra Group is proud to announce its partnership with Kings XI Punjab with the sponsorship of the '*the man of the match*' awards , the branding for the players' uniform lowers as well as for the team's two mascots Ranjit & Rocky. Apeejay's premium tea brand , Ty.phoo , has bagged the pouring rights for Kings XI Punjab.

Karan Paul, Chairman of Apeejay Surrendra group is the co-owner of the Kings XI Punjab and will present the 'Apeejay Surrendra Group man of the match award" on May 3 game when Kings XI Punjab plays Kolkata Knightriders in what promises to be an electric match.

Commenting on the association, Karan Paul said, "Kings XI Punjab is my own team and I am delighted to get he opportunity to further consolidate the association with the team through the sponsorship deal with Apeejay Surrendra Group. We were looking for a platform to launch Ty.phoo and IPL gives us the ideal opportunity. "

Typhoo, a 100 year old iconic British brand was acquired by Apeejay Surrendra Group in October 2005.

This was India 's second largest global FMCG acquisition and the 7th biggest corporate takeover by an Indian company till October 05. The brand will be launched in India tomorrow during the KingsXIPunjab Vs Knight Riders match at PCA Stadium. As the 'pouring partner' of Kings XI Punjab, Typhoo will be served in the Main Pavilion's corporate boxes, AC lounge and owners' boxes during the remaining home matches. In addition to that 'Typhoo tea stalls ' will be there in all the concessionaire stalls in the General stands for the Chandigarh public to experience the brand.

About Apeejay Surrendra Group

Established in 1910 with its foundation in Steel, the over Rs 4500 crore Apeejay Surrendra Group has rapidly expanding operations in Tea, Hospitality, Shipping, Retail & Real Estate, financial services and has diversified into new business initiatives like Shipyards, logistics and Knowledge Parks. For more Information, please visit www.apeejaygroup.com