

APAR Industries ropes in Sonu Sood as brand ambassador

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Sonu Sood

APAR Industries has announced [Sonu Sood](#) as its brand ambassador. Sood as the brand ambassador will communicate the goodness of the APAR brand to its customers and constituents.

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[Kushal Desai](#), chairman and managing director, APAR Industries, shared, "We're thrilled to have Sonu Ji as the face of our brand. We believe that his ideals and our brand fit perfectly well together. The [Sonu Sood Foundation](#) and Sonu Ji's generous contributions toward the welfare of society and the common man during the pandemic are commendable."

Sood, said, "I am delighted to be working with the APAR Industries group. I am honoured to be part of the APAR family as I am their first brand ambassador in the 63 years of their existence of being known as a highly trusted manufacturer and supplier of conductors, transmission cables, speciality oils, polymers and lubricants not only in India but in over 125 countries. Their innovative products are futuristic and reliable and they have been able to excel at what they do, relentless innovators and constantly pushing themselves to discover, perfect and deliver, tomorrow's solutions today."

[Shashi Amin](#), chief executive officer, [Cable Solutions](#), added, "We are certain that Sonu Sood as a brand ambassador, who stands for strength and integrity, will help us further win the hearts of the nation and allow us to serve them with our unique products."