



Creatigies makes Chennai Super Kings bite into Washington Apples

New Delhi, India

It may be a first of its kind. An **'Official fruit of any sporting team'**

Washington Apples, one of the leading fruit brands in India announced its partnership with two times IPL Champion **Chennai Super Kings** as 'Official Fruit' for the upcoming IPL season.

At a high-energy press meet and announcement in Chennai, **Ms Jennifer McIntyre, US Consul General, Chennai**, was delighted to see such a partnership being forged. She said, "I am truly fascinated by the enthusiasm and energy that Cricket creates in India, and it is the perfect sport for Washington Apples to be associated with in India."

Mr. Keith Sunderlal, representative of the Washington Apple Commission in India remarked "The growers and shippers of Washington Apples are delighted to be associated with the Chennai Super Kings. We are promoting Washington Apples as a healthy, good for you, anytime snack and we share the CSK's beliefs on health, fitness and nutrition."

"Having brands like Washington Apples and CSK come together is a unique combination, and we believe a trendsetter" said **Mr Navroze D Dhondy , Founder & Managing Director, Creatigies Communications**, which conceived the innovation, and the partnership. " Having such strong common brand values, it was a perfect marriage, and we are sure that the players and the fans are both going to enjoy a bite of the big apple ...this time Washington Apples" he added.

India is among the top 5 markets for the Washington Apple and sales have been growing at over 20% annually during the past five years. South is India's largest region, in terms of sales for Washington Apple and Chennai in particular being the key port of entry and distribution hub and a key market for us. Our association with the Chennai Super Kings will further raise awareness of

Washington Apples with the end consumers. We are working on several joint retail promotions during the IPL 2012 and hope to see a 40% increase in sales on account of this partnership." He added.

Speaking on the occasion, **Mr. Chandrabhan, GM Marketing (CSK) India Cements** said, "We are glad to be associated with Washington Apple and believe that both the brands will help in delivering, the common values of healthy & active lifestyle, fitness and commitment to excellence. We are confident that this association will bring value to our brand, business and motivate our fans to lead a healthy active life."

From Left to right : Mr Navroze D Dhondy, Founder & Managing Director Creatigies Communications, CSK player Badrinath, Mr Chandrabhan Tiwari, GM Marketing – CSK, Ms Jennifer McIntyre, US Consul General, Chennai, Mr Keith Sunderlal, MD SCS Group, CSK player Mukund

