

Apeejay eyes hospitality sector, to further tie-up with Mohali IPL team

Chandigarh, May 3

APEEJAY SURRENDRA Group would enter the hospitality sector in Chandigarh, group chairman Karan Paul announced on Saturday in Chandigarh. The group had come up with Oxford Bookstore in the city a month ago.

The group would focus on real-estate development and education in the northern states, while projects in the east would include shipyards in Orissa and West Bengal.

Apeejay Surrendra Group also announced tie-up with IPL outfit Kings XI Punjab for sponsoring the "Man of the Match" prizes, players' uniform and the team's mascots Ranjit and Rocky.

The group is co-owner of Kings XI Punjab and

would present the Apeejay Surrendra Group Man of the Match Award in the team's match versus Kolkata Knight Riders in the IPL tournament.

Paul said: "I am delighted to further consolidate my association with Kings XI Punjab through sponsorship deals. We need a platform to launch our brand Typhoo and the IPL gives us an ideal opportunity to accomplish the task."

Apeejay Surrendra Group had acquired Typhoo, a 100-year-old British tea brand, in October 2005. It is to be launched in the PCA Stadium during the match. Typhoo will be served in the Main Pavilion's corporate boxes, AC lounge and owners' boxes during the remaining home matches.

Typhoo tea stalls will also be installed in general stands. **HTC**