

For Immediate Release
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P.V. SINDHU ANNOUNCED AS BRIDGESTONE INDIA'S FIRST BRAND AMBASSADOR

Hyderabad 30th August 2017: Bridgestone India, a subsidiary of the world's largest tyre and rubber company and a Worldwide Olympic Partner, today announced a partnership with ace badminton player and Olympic silver medallist, Ms. P.V. Sindhu to be the company's first brand ambassador. As part of the three-year agreement, Ms. Sindhu will be included in Bridgestone's activations around its Worldwide Olympic Partnership.

Ms. Sindhu is among the world's leading professional badminton players who recently earned a silver medal at the World Badminton Championship in Glasgow. The Padma Shri recipient became the first Indian woman to win an Olympic silver medal at the Olympic Games Rio 2016. Sindhu's Olympic medal established her as the first Indian shuttler to reach the final of an Olympic Games badminton event and the youngest Indian to make a podium finish in an individual event at the Olympics.

Speaking about the collaboration, **Mr. Kazutoshi Oyama, Executive Director, Bridgestone India Pvt. Ltd.** said, *"We are thrilled to announce Ms. P.V. Sindhu as Bridgestone India's first-ever brand ambassador and we warmly welcome her to 'Team Bridgestone'. Ms. Sindhu's journey is an epitome of perseverance and determination and is a setting example to the youth to 'Chase Your Dream' which echoes with Bridgestone's global association with the Olympic Games. She is persistent, dependable and carries a winning attitude, which personifies our brand ethos."*

On her partnership with Bridgestone India, **Ms. Sindhu** said, *"I am honoured to be associated with Bridgestone India and particularly excited to be the organization's first brand ambassador. Bridgestone has a strong sports lineage which is further strengthened with their Worldwide Olympic Partnership. This association is a special one and I look forward to a long and fulfilling partnership."*

Commenting on her partnership, **Mr. Ramakrishnan, R- Director, Baseline** said, *"Sindhu embodies the true Olympic spirit of grit, determination, discipline and sportsmanship. With Bridgestone, it is a seamless brand alliance."*

Ms. Sindhu has ascertained her commitment to sports with consistent performance, passion, integrity and reliability which are common values shared with Bridgestone and hence the most suitable brand ambassador for the brand in India. Ms. Sindhu will be an active part of Bridgestone India's promotional events, integral part of CSR campaigns and the organization's brand enhancement activities.

Bridgestone announced its Worldwide Olympic Partnership in 2014, making a long-term commitment to the International Olympic Committee that continues through 2024. Through its business activities, Bridgestone will support this partnership by showcasing the values of community service, social responsibility, and respect for diversity that it shares with both the Olympic Movement. Bridgestone also became the first Founding Partner of the Olympic Channel in August 2016, signing a four-year agreement to support the ground-breaking digital platform in its mission to celebrate the Olympic spirit and the world's greatest athletes every day of the year.

About Bridgestone India:

Bridgestone India Pvt. Ltd started its operations in 1996. In March 1998 with the setup of its manufacturing facility in Kheda, Madhya Pradesh, Bridgestone achieved its objective of running Indian manufactured Bridgestone tyres on Indian Roads. It expanded its facilities by setting up one more facility in Chakan, Pune in 2013. In a short stint of more than 20 years, Bridgestone India Pvt. Ltd has become one of the leading tyre companies in both the OEM & Replacement market.

About Bridgestone Corporation:

Bridgestone Corporation, headquartered in Tokyo, is the world's largest tire and rubber company. In addition to tires for use in a wide variety of applications, it also manufactures a broad range of diversified products, which include industrial rubber and chemical products and sporting goods. Its products are sold in over 150 nations and territories around the world.

About Bridgestone Corporation's Worldwide TOP Olympic Partnership:

Bridgestone Corporation proudly signed on as an official Worldwide TOP Partner of the International Olympic Committee (IOC) on June 13, 2014. The 10-year partnership will see Bridgestone Corporation serve as a Worldwide TOP Partner at the upcoming Olympic Winter Games PyeongChang 2018, the Olympic Games Tokyo 2020, where the company's global headquarters are located, the Olympic Winter Games Beijing 2022, and the Olympic Games 2024. The Partnership also includes support for the next two Youth Olympic Games. The long-term commitment to the Olympic Movement furthers Bridgestone Corporation's proud sporting heritage and history of innovation, which extends more than 100 years, and will showcase Bridgestone Corporation's commitment to community service, social responsibility, environmental stewardship, and respect for diversity – all tenets of the Olympic Charter that also lie at the heart of the Bridgestone brand.

PHOTOGALLERY:



(L-R)Mr. Kazutoshi Oyama, – Executive Director, Bridgestone India, Ms. P.V. Sindhu- Bridgestone India Brand Ambassador, Mr. Franco Annunziato, Senior Vice President & Executive Officer of Bridgestone Corporation & the Executive Chairman & CEO of Bridgestone China and Asia Pacific and Mr. Vaibhav Saraf - Chief General Manager, Consumer Products, Bridgestone India at the announcement of Bridgestone India's first brand ambassador