

# News Release

Press Release

## **ASICS inaugurates ASICS India ~Organizes “ASICS Fashion Show” in Delhi~**

**New Delhi, April 20, 2015:** ASICS Corporation, ranking 4<sup>th</sup> in the global sporting goods industry has launched the independent operations of ASICS India. On this occasion, the company also organized a fashion fiesta- “ASICS Fashion Show” in Delhi. More than 8 models, walked the ramp with elegance and confidence in ASICS sportswear. The fashion show showcased the premium sportswear goods of the brand to be made available for the Indian customers.

**Mr. Javagal Srinath, Cricket Legend** was the Guest of Honor for the event. Others dignitaries present at the event included **Mr. Kikuta, Charge d' Affaires ad interim, Embassy of Japan, Japanese Embassy** and **Mr. Motoi Oyama, President and Chief Executive Officer, Representative Director, ASICS Corporation.**—

**Mr. Javagal Srinath, Cricket Legend**, said, *“I am extremely happy and grateful to ASICS for inviting me here today. ASICS is one of the leaders in sports goods across the globe, combining new discoveries about the human body with the latest technological advances to develop and design their products. I am glad they have entered into a country where people are so passionate about sports.*

**Mr. Motoi Oyama, President and Chief Executive Officer, Representative Director, ASICS Corporation** said, *“At ASICS we are committed to improving lives through sports and ensuring that we provide our customers with valuable products and services. I am delighted to be present here for the launch of ASICS India. The Indian market is a key market in ASICS global growth strategy and we are hopeful that this launch will help us strengthen our position.”*

Commenting on the occasion, **Mr. Rajat Khurana, Director, ASICS India Pvt. Ltd.**, said *“We are extremely glad to enter in the Indian market as we believe, the country promises to be an exciting market for ASICS. World over ASICS is known for its sports products. Our product range is equipped with advanced technologies which helps enhance sporting performances and we are confident that the products would do well in the Indian market. We would also like to thank Mr. Javagal Srinath, for sparing his valuable time and being a part of this event. “*

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ASICS was the main sponsor for the Australian Cricket national team who won for the recently held World Cup 2015.

**About ASICS:**

ASICS Corporation is a global designer and manufacturer of sporting goods including performance athletic footwear, apparel and accessories. The company was founded in 1949 by Kihachiro Onitsuka. Inspired by the Latin phrase "*Anima Sana In Corpore Sano*", meaning "*a sound mind in a sound body*", his vision was to promote the health of young people through sport. A 'True Sport Performance Brand' ASICS remains committed to this philosophy today. The company is listed on the Tokyo Stock Exchange and has an annual sale of 354 billion yen in 2014, ranking 4<sup>th</sup> in the global sporting goods industry. ASICS is headquartered in Kobe, Japan with more than 50 offices globally, distributing products to over 150 countries worldwide.