



For Immediate Release

Indian Olympic Association (IOA) Issues Advisory Against Unauthorized Advertisements for Paris Olympic 2024

New Delhi, India - March 4, 2024 - The Indian Olympic Association (IOA) reiterates its stance on unauthorized advertisements concerning the Paris Olympic Games 2024. With the prestigious event just around the corner, the IOA emphasizes the importance of respecting intellectual property rights and the official endorsements established by the International Olympic Committee (IOC).

It has come to our attention that certain corporate entities and business houses are attempting to capitalize on the excitement surrounding the Paris Olympic Games by creating unauthorized advertisements and promotions. The IOA strongly condemns such actions and emphasizes that any advertisement related to the Paris Olympic Games 2024 must have prior approval from the IOA.

As the governing body for Olympic sports in India, the IOA is committed to upholding the values of fair play, integrity, and respect for the Olympic movement. Unauthorized advertisements not only undermine the efforts of the official sponsors and partners but also violate the spirit of the Olympic Games.

We urge all corporate entities, business houses, and advertising agencies to refrain from creating or disseminating any advertisements related to the Paris Olympic Games 2024 without the explicit approval of the IOA. Failure to comply with this directive will result in legal action and other appropriate measures.

The IOA encourages all stakeholders to support the Paris Olympic Games in a manner that respects the rules and regulations set forth by the IOC and promotes the spirit of unity and sportsmanship. Together, let us celebrate the Olympic values and cheer for our athletes as they represent India on the world stage.

For further inquiries or approval requests regarding advertisements for the Paris Olympic Games 2024, please contact the India Olympic Association at ioa@olympic.ind.in

About Indian Olympic Association (IOA): The Indian Olympic Association (IOA) is the apex body responsible for the promotion and development of Olympic sports in India. Established in 1920, the IOA works closely with various stakeholders to nurture and support Indian athletes on their journey to Olympic success.

INDIAN OLYMPIC ASSOCIATION

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