



## Press release

### **Indian Olympic Association signs up Samsonite as Asian Games partner**

**New Delhi, Sept 4:** Indian Olympic Association (IOA) has announced the coming on board of Samsonite, the world's largest travel luggage company, as partner for the Hangzhou-bound Asian Games contingent. The members of the Indian contingent will travel to the Games with premium suitcases.

IOA President Dr. PT Usha has said the collaboration marks the partnership of leaders committed to excellence. "The provision of a premium suitcase, designed for the official kit for the Asian Games 2022, to each member of the Indian team is a symbol of the support and belief that the entire nation, and brands of global repute like Samsonite, bestow upon our champions," she said.

India's seasoned Table Tennis star A Sharath Kamal, who won two bronze medals in the last Asian Games in Jakarta, welcomed the partnership. "I cannot stress enough the importance of the whole team travelling with such premium suitcases with our playing kits and ceremonial dresses in them. The feeling of pride and confidence among our athletes can only grow with such action," he said.

Samsonite India CEO Jai Krishnan said it was an honour for the luggage giant to be part of the Indian athlete's journey. "Samsonite has always been about journeys. And there's none more heart-stirring than that the one our athletes are embarking on. We are honoured to be a small but significant part of their journey," he said.

The deal serves as a testament to the growing stature of Indian sports. It underscores the value that leading brands perceive in associating themselves with the Indian contingent as it embarks on a mission to make the country proud with its performances in the Asian Games in China. This partnership with a brand that is an embodiment of quality and durability mirrors our athletes.

Samsonite is the world's largest travel luggage company, with a heritage dating back over 100 years and its products are sold in over 100 countries. Samsonite South Asia Private Limited ("Samsonite India") is engaged in selling products through wholesale and distribution channels as well as retail through franchisee stores in India.

IOA is the apex sports body responsible for sending contingents to the Olympics, Asian Games, and other major international events. Dedicated to promoting the Olympic spirit and values in India, IOA is committed to ensuring the best facilities, training, and support for its athletes.

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