



Golfing extravaganza begins today

-Top players and celebrities make up field-

-Rs 1.2 crore up for grabs-

Bengaluru, May 30: The Louis Philippe Cup is one of the most prestigious tournaments on the Indian golf circuit. Its fifth edition, to begin at the Karnataka Golf Association on May 31, promises to be an exciting affair with all the top players on the Professional Golf Tour of India lining up for the handsome prize money of Rs 1.2 crore, the second highest purse for a domestic event.

The city-based league tournament will see eight teams in action this year, with three-time champions *Navratna Ahmedabad* leading the charge once again. Golf lovers of Bengaluru can hope to see players like SSP Chowrasia, Rahil Gangjee, Gaganjeet Bhullar and Chirag Kumar in action.

A number of celebrities, including cricketers Kapil Dev, Syed Kirmani and Venkatesh Prasad and actor R Madhavan, hockey player Ashish Ballal and athlete Ashwini Nachappa will also match their golfing skills in the pro-am competition on May 31 along with the top professionals.

This year's Louis Philippe Cup will also see the presence of a mentor-cum-manager in each team for the first time. He will not only help the players compete as a team, but also fine-tune the strategy to be adopted over the next four days.

Sooraj Bhat, COO of Louis Philippe & Allen Solly said, *"Louis Philippe is proud to be associated with the 5th edition of this prestigious event. Golf is a game that symbolises style and sophistication, epitomizing the nuances of our brand. We welcome all the teams and their star players to this year's tournament and look forward to watch them compete for the coveted Louis Philippe Cup. We encourage sports fans across the nation to support their city teams and recognize the outstanding quality of pro golfers India continues to produce."*

A team from Chandigarh makes a comeback after two years, while NSports Hyderabad are making their debut this time. Laqshya Mumbai, Take Chennai, Zion Hills Bengaluru, DLF Crest Gurgaon and Jaypee Greens Greater Noida are the other teams in the fray.

Interestingly, the tournament mirrors the stroke play format that will be used at the Rio Olympics later this year. Shiv Chowrasia, who has already qualified to represent India in the quadrennial extravaganza, will be turning out for a strong Take Chennai team as a sponsor pick.

Each team, in fact, was allowed to bring in a player of its own preference apart from the top 16 automatic choices to strengthen the field further. Among the others, Sri Lanka's top golfer Mithun Perera (Ahmedabad), Mandeo Singh Pathania (Greater Noida), Himmat Rai (Chandigarh) and young Manu Gandas (Gurgaon) will be there to aid their respective teams.



Rishi Narain, CEO & Founder of RN Golf Management, said, *"The best two scores of the three players are counted each day which gives every team a fair chance of being in contention till the final round."*

About Louis Philippe

The brand draws its name and inspiration from King Louis Philippe of France, who was famed for his generosity of spirit and his appreciation of the arts. Louis Philippe thrives on excellence, elegance and opulence. Synonymous with premium, international men's fashion, Louis Philippe was launched in India in 1989, and ever since then, the brand has been enjoying the repute of being the leader in formal and quasi-formal wear. Taking cognizance of the evolution of the Indian gentleman and so also his preferences, the brand has constantly innovated and modelled itself to suiting and meeting those requirements and this is what sets Louis Philippe apart as a premium, international men's fashion brand.

About Aditya Birla Fashion and Retail Ltd

Aditya Birla Fashion and Retail Ltd. (ABFRL) emerged after the consolidation of the branded apparel businesses of Aditya Birla Group comprising Aditya Birla Nuvo Ltd's (ABNL) Madura Fashion division and ABNL's subsidiaries Pantaloons Fashion and Retail (PFRL) and Madura Fashion & Lifestyle (MFL) in May 2015. Post the consolidation, PFRL was renamed Aditya Birla Fashion and Retail Ltd.

ABFRL is India's No 1. Fashion Lifestyle entity, growing at a rate in excess of 20% over the last 5 years. ABFRL altogether hosts India's largest fashion network with over 7,000 points of sale across over 375 cities and towns, which include more than 2,000 exclusive ABFRL brand outlets. ABFRL's e-commerce fashion portal, Trendin.com reaches out to multiple destinations across India. With more than 12.5 million loyalty members as of Sept '15, ABFRL has a strong bouquet of loyalty programmes in India.

About RN Golf Management

Rishi Narain Golf Management (RNGM) works with businesses to use golf as a marketing platform for customer engagement and brand awareness. RNGM is India's leading Golf Marketing and Management company with a reputation for reliability, integrity, quality and unparalleled domain expertise. With over 20 years' experience covering all aspects of sports marketing, event conceptualization and implementation. RNGM is managed by Rishi Narain - former Asian Games Gold Medalist, tour professional & leading golf columnist.

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