

Bank of Baroda signs brand endorsement with Sindhu, Srikanth

PTI



File photo of badminton stars P V Sindhu and K Srikanth.

The Hindu

The Bank's logo will now appear on the centre chest of the two athletes' playing jerseys.

New Delhi, Oct 13:

Public lender Bank of Baroda today sealed a principal sponsorship contract with badminton Olympians P V Sindhu and K Srikanth.

"The three-year deal with the two players was agreed in-principle before they represented and made India proud on the international stage at the Rio 2016 Olympics," the bank said in a statement.

Bank of Baroda logo will now appear on the centre chest of the two athletes' playing jerseys in international and domestic tournaments under the aegis of Badminton World Federation Events (BWF) and Badminton Association of India-sanctioned events, respectively.

On the occasion, the Olympic silver medalist Sindhu said, "I was always keen to be associated with a brand which would complement my persona. I am humbled and proud of being associated with an institution whose legacy is more than a century old."

K Srikanth said he understands the importance of getting a sponsorship from a brand at this early stage of his career. "It fills me with new zeal, spirit and energy to keep up my performance and build popularity for badminton," the shuttler said.

According to Executive Director of Bank of Baroda Mayank Mehta, both Sindhu and Srikanth are "household names" because of their glorious achievements. "The bank is very excited to have both of them on board and we look forward to a strong bonding and a fruitful association in years to come," he said.

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