



For immediate Press Release

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Amul is Official Sponsor for Indian Contingent to the XIX Asian Games 2022



The XIX Asian Games 2022 will be held in Hangzhou, China from 23rd September to 8th October 2023 and will feature 482 events across 40 sports. The Asian Games, also known as Asiad, is a continental multi-sport event held every fourth year among athletes from all over Asia. The upcoming event is officially called the 19th Asian Games Hangzhou 2022. It was originally slated to be held last year but was postponed due to COVID-19.

Gujarat Cooperative Milk Marketing Federation (GCMMF), popularly known as Amul, is India's largest FMCG with an annual brand turnover of US\$ 9 billion. It operates across India through a network of 84 sales offices, 10,000 dealers and over a million retailers, selling popular dairy products such as milk, milk powder, health beverages, cottage cheese, butter, ghee, ice cream etc. and is India's largest exporter of dairy products.

Amul is named as the Official Sponsor of the Indian Contingent for the XIX Asian Games 2022 and will use the integrated logo in its communication to celebrate the efforts of our sportsperson.

Mr Jayen Mehta, In-charge Managing Director, Amul, said:

"Amul is delighted to announce its association with the Asian Games 2022 and the Indian Olympic Association. Milk is the world's original energy drink, and every sportsperson nourishes their health with milk in any of its various forms such as Ghee, Butter, Cheese, or Paneer among many others. Amul has partnered with Indian sportsperson through the Indian Olympic Association since London 2012 Olympics, and we are pleased to further strengthen our decade long relationship."

The India contingent will field 634 athletes at the Asian Games 2022 in Hangzhou across 38 different sports with the largest contingent of 65 in athletics. At the last edition, Jakarta 2018, India sent a contingent of 570 to compete in 36 sports.

Archery | Athletics | Badminton | Aquatics Swimming | Aquatics Diving | Basketball | Boxing | Bridge | Cheese | Climbing | Cricket | Cycling | Equestrian | Esports | Fencing | Football | Golf | Gymnastics | Hand Ball | Hockey | Judo | Ju-jitsu | Kayaking | Kabaddi | Kurash | Roller skating | skateboarding | Rowing | Rugby | Sailing | Sepak Takraw | Shooting | Soft Tennis | Squash | Table Tennis | Tennis | Volleyball | Weightlifting | Wrestling | Wushu