



## Reliance Foundation says #LehraDoTeamIndia to Indian athletes at the Asian Games

~ The campaign features Olympic medalists PV Sindhu and Abhinav Bindra as well as hockey stalwarts PR Sreejesh and Sushila Chanu ~

**Mumbai, 25<sup>th</sup> September 2023:** The 19th Asian Games has over 650 Indian athletes, its biggest contingent ever, representing the country at the continent's showpiece event. Reliance Foundation has launched the #LehraDoTeamIndia campaign to celebrate the Indian athletes and encourage the fans to get behind them with the iconic 'Lehra Do' cry as they aim to seek glory for the nation and make the tricolour fly high in Hangzhou, China.

**Watch the #LehraDoTeamIndia campaign here:**

Youtube: <https://www.youtube.com/watch?v=zhevEMJ5viQ>

Instagram: <https://www.instagram.com/p/Cxk-OIKtmyD/>

X: <https://x.com/RFYouthSports/status/1705953435592654995?s=20>

Facebook: <https://fb.watch/ngOnuJrm4f/>

The campaign features some of India's most decorated and celebrated athletes as well as athletes who will be appearing at the Asian Games for the first time and have immense promise. Among the stars to feature in the campaign are two-time Olympic medalist PV Sindhu as well as hockey legends PR Sreejesh and Sushila Chanu. It also features veterans Achanta Sharath Kamal (Table Tennis) and Viradhawal Khade (Aquatics), who have represented India at multiple Asian Games. Avinash Sable (Steeplechase) will be looking to add an Asian Games medal to his Commonwealth Games medal from last year, while Tejaswin Shankar (Decathlon) will look to add a decathlon medal to his bronze in high jump from the Commonwealth Games last year.

The campaign also has an eye on the future by including Shaili Singh (Long Jump), Anupama Upadhyaya (Badminton), Simranjeet Kaur (Archery), Mayuri Lute (Cycling) and Yash Tushir (Wrestling), who will all be making their first appearance at the Asian Games but are already among the brightest talents in the country. Abhinav Bindra, the 1st Indian to win an individual Gold at the Olympics, also headlines the campaign. The campaign has been brought to life by Ogilvy India.

Reliance Foundation athletes seek glory at Asian Games: Reliance Foundation's athletes have been in fine form this year, putting in impressive displays at the World Championships in athletics and boxing, the Asian Athletics Championships as well as the World University Games.

- A total of 19 athletes from the Reliance Foundation will be competing at the Asian Games this year, including Lovlina Borgohain, Jyothi Yarraji, Amlan Borgohain, Jinson Johnson, Manika Batra, Shiva Thapa, Man Singh, Mohammed Afsal, Gulveer Singh, Kartik Kumar, Dhruv Kapila, Anupama Upadhyaya, Simranjeet Kaur, Vicky, Mrinal Chauhan, Tushar Shelke, Ganemat Sekhon, Palak Gulia and Kishore Kumar Jena.

Reliance Foundation also runs the largest corporate sports programs for the development of sports across the nation. Reliance Foundation's Sports for Development initiatives have been helping kids across the nation to help achieve their sports dreams. These sports programs have a mass reach - promoting inclusivity, providing sponsorships, and sports science and nutrition assistance for the elite as well as promising upcoming athletes.

**Reliance Foundation** celebrates the spirit of sports – joy, health, grit, determination, winning and losing. And works to ensure that more and more children and youth from all sections of society are able to play sports and, in the process, build a fitter, stronger and more active India. Our initiatives have touched the lives of over 22 million young people since 2013 across the country from 13,000+ schools and colleges, enabling an opportunity for a talented kid anywhere to be able to achieve their dream of a career/glory in sports. We are especially committed to ensuring more presence and success of girl and women athletes in India and design our programmes in a manner that offers them maximum opportunities. At **Reliance Foundation**, we hope to be the wind beneath the wings of Indian sportspersons and help them reach their true potential. For more information please follow us on <https://www.rfyouthsports.com/>

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