

## One Sports Launches Thwack Range Of Sports Equipment And Services

- The unique range of sports equipment aims to bring fun back into health and fitness -

**Singapore:** June 29, 2011: At a well attended glittering ceremony, One Sports, a part of India based One Group launched Thwack rackets for badminton, along with boxing and mixed martial arts accessories that included a life size training equipment - the Thwack Humanoid.



Said Reji Mathew, Managing Director of One Sports, "It indeed is a matter of great pride for us to launch Thwack range of sports equipments on a global scale. We aim to bring fun back into fitness by designing products that enable a player to better his /her game. This will definitely be

a motivating factor in choosing sports as a fitness option."

The Thwack badminton racket has been designed in collaboration with erstwhile world badminton champion (1984-1990), Xiong Guobao, whose scientifically designed grip which will improve the game, particularly the forehand and backhand shots. He has crafted this patented design with a unique embedded fingerprint grip to improve the technique of the player.



"In badminton backhand shots – the smash, clear or even drop shots – are beautiful to watch but difficult to execute with perfection. Playing with a Thwack racket enables muscle memory; therefore the tricky shots of the game can be handled effectively with this racket making the game interesting for both players, in addition to enhancing the skills of the players at all levels." said the acknowledged Backhand King, Xiong Guobao at the launch.

Another unique product unveiled at the launch was the Thwack Humanoid. This product is revolutionary exercise equipment designed on the principles of the Chinese martial art, Wushu. "The Thwack Humanoid replicates the feel of a real human being so not only can it be used as a training equipment for martial arts but also as a great stress relieving and fitness device." stated Mr. Mathew.



The Humanoid is made of a combination of PU, natural rubber and steel with suction technology that maintains its stability. "We're very excited to launch the Thwack Humanoid whose utility is not only in the gyms and the rings but also in corporate offices. The response for Thwack Humanoid from the European markets specially has been fantastic" added the Managing Director, One Sports.

Putting the Thwack brand in perspective, Mr. Akhil Ganatra, Managing Director, One Group said, "Today, health and fitness are primary concerns of populations all across the world. We feel sports activities will promote a healthier and fitter lifestyle with lots of fun. We hope to inculcate this culture among men, women and children through our products and services." "All our products will be available worldwide simultaneously through local distributors, starting with South East Asia, India and Europe," added Mr. Mathew.

The chairman of One Group, Mr. Kiran Ganatra explained the raison d'être of the launch. "One Group has always evolved itself to explore new business opportunities by encouraging entrepreneurship in its ventures. Introducing a sports lifestyle company with innovative products and offerings has been a natural process of evolution for us."

To complement the marquee products, Thwack also launched accessories like shuttle cocks, tennis balls, punch mitts, gloves along with a range of stylised kit bags. "We also plan to launch training clinics and clubs across the globe over the next few years. The basic idea and our mission is to engage people all across the world increasingly to adopt a sporty and healthy lifestyle," declared Akhil Ganatra.



One Sports further revealed the plans to launch other racket equipments and sports lifestyle products in the subsequent phases. "Many of our products are still in the design phase. We should be launching many products very shortly." Mr. Mathew said.