

BRING IT ON, 2012

The New Year promises to be challenging, exciting and highly engaging and One Sports Network is geared for the months ahead. Thwack had a spectacular launch of sports goods in June 2011, in Singapore.

Post that, we streamlined our production, firmed up distribution network in India, Europe, China and South East Asia. In early December 2011, Thwack was launched in India. In the coming months, we are increasing our presence by twofold in India and select countries across the globe.

Reji Mathew
Managing Director
One Sports Network

ONE SPORTS INDIA LAUNCH



Dec 8, Mumbai

One Sports launched Thwack range of Sports goods and accessories in Mumbai, India on December 8th, 2011. A presentation on the brands ideology and vision followed.

The group revealed their flagship products: The Thwack Humanoid and the patented SFX/JFX rackets designed in collaboration with world

champion Xiong Guobao. The scientifically designed grip of the SFX/JFX improves playing the backhand and forehand shots.

Mr. Reji Mathew, MD, One Sports Network also shared the company's plans to set up a sports talent foundation in India through alliances with sports academies.

NEW RACKETS LAUNCHED

One Sports also premiered the Thwack Super 5 Series, a set of five rackets - high grade rackets classified on the basis of weight and shaft stiffness to suit different styles of game.



Thwack expands operations in Europe

Mark Phelan, joins team Thwack as Director-Europe Operations. He has been a sports entrepreneur and media professional besides running Badzine, one of the bigger online hubs for badminton. Mark will play an important role when Thwack launches in Europe in the coming weeks.



Dec 9, Mumbai

In December, Thwack was associated with the launch of a book on ex-Indian Badminton Champion, P. Gopichand. The book launch was followed by a unique and 'never seen before' exhibition match between the famous Bollywood actor Aamir Khan, India's badminton ace Saina Nehwal and badminton champions Aparna Popat and P Gopichand.

After the game, Reji Mathew presented these players with Thwack rackets.

P GOPICHAND BOOK LAUNCH, MUMBAI



Thwack has signed its first brand ambassador from Europe, the Czech No.1 badminton player, Petr Koukal.

"It is really exciting for me to sign a new deal with Thwack and I look forward to a long and healthy partnership."