



SERGIO TACCHINI



For immediate release

Batra Group signs exclusive License for Sergio Tacchini

Milan – January 2017: Batra Group and Sergio Tacchini have signed a new exclusive license for the United Kingdom and Eire territory.

The license covers apparel and accessories categories and grants limited exclusive rights to manufacture and supply the products to key retail groups, including JD Sports Fashion plc, within the above approved markets encompassing Sports, Leisure and Heritage product groups.

Rajiv Batra, Executive Chairman of the Batra Group stated, “This exclusive Licence will strategically add strength to our Group’s portfolio and offer a wider choice to our customers. It is a great pleasure to add the Sergio Tacchini brand to our already strong brand portfolio of globally recognised brands.”

Patrizia Bolzoni, General Manager for Wintex Italia who manages Sergio Tacchini brand, said: *"We are happy because with this new License we have moved a step further in Europe, with new territories, but also because of the collaboration with JD and with Batra, which is already our supplier for the heritage part of our collection. This agreement confirms UK love for our brand, that dates back to the '80s. Requited love? Of course!"*

About Batra Group ("BG")

The Batra Group was formed in 1947 and it has gone from strength to strength under its Indian ownership.

BG specialises in Manufacture, Brand Distribution and Marketing and has a wealth of experience in Apparel, Accessories and Footwear sourcing. It has a Global presence and is Headquartered in London and Mumbai with offices across India, Singapore, China, Indonesia and Portugal.

The Batra Group’s vision is to build sustainable businesses that create shareholder and brand values whilst sticking to its core values of Humility, Ownership, Passion, Family Ethics and Transparency.

About Sergio Tacchini

The world known Italian sportswear brand, was established in 1966 by the Italian tennis player Sergio Tacchini. During the years, the brand’s name became synonymous with Italian style and elegance and the clothing gained international recognition through celebrity endorsements from some of the greatest tennis

champions of all time: John McEnroe, Jimmy Connors, Vitas Gerulaitis, Mats Wilander, Gabriela Sabatini, Pete Sampras, Pat Cash, Martina Hingis and Novak Djokovic, with whom the brand has reached 37 Grand Slam victories. Today the brand remains a leader in distinctive sportswear, with its authenticity coming from its tennis DNA for discerning consumers seeking to unite elegance with an active lifestyle. The brand is official technical sponsor of Monte-Carlo Rolex Master tennis tournament.

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