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## Amul sponsors the Indian Contingent to 2014 Commonwealth Games and Asian Games



New Delhi: India's largest food products marketing organization Amul today announced its sponsorship of the Indian contingents to the Glasgow 2014 Commonwealth Games and Asian Games, Incheon, South Korea by signing a MoU with the Indian Olympic Association. The MoU was signed by Shri Rajeev Mehta, Secretary General, IOA and Shri R S Sodhi, Managing Director, Gujarat Cooperative Milk Marketing Federation (Amul) in a function graced by Shri Rakesh Gupta, Joint Secretary and Sh Anil Khanna, Treasurer, Indian Olympic Association. Amul has become the Official Sponsor of the Indian team in the category of Dairy products.

Announcing Amul's support for the Indian contingent to both these prestigious sporting events, Mr. R S Sodhi said that "Amul is committed to strengthening the support to sports in various forms and encourage young generation from all corners of the country to take up sports. I take great pleasure and pride in announcing our sponsorship of the Indian contingent to the XX Commonwealth Games and the XVII Asian Games." Explaining the rationale of this association, he said that milk is nature's original energy drink and plays a pivotal role in building the physical and mental strength of the athletes. Amul has embarked upon an "Eat Milk with Every Meal" campaign to highlight the importance of milk and dairy products like cheese, yogurt, butter, ghee, paneer etc. in the daily diet. India is the largest

producer of milk in the world and Amul is not only India's but Asia's largest milk brand. Further, he said that this association and activities around it will help in engaging the kids and youth so that they can enjoy a healthy life.

Amul has associated with sports events like football, Cricket World Cup and Formula 1 to engage the youth. Mr Sodhi mentioned that the Amul had sponsored the Indian contingent to the London Olympic Games in 2012 which was India's most successful Olympics. With the kind of investments made by our country to select, nurture and train the best athletes, we are confident that Indian contingents to the forthcoming Commonwealth and Asian Games will deliver their best ever performances and make our country proud.

Lauding Amul's support to the Indian Olympic contingent, Shri Rajeev Mehta, Secretary General, IOA said this support to the Indian sports will go a long way and further strengthen the bond between Amul and IOA and leave a longer lasting impact on the sports lovers and sports persons.

Amul will launch a series of advertising campaigns for milk and various dairy products to promote this association in the coming months.

The XX Commonwealth Games will be held at Glasgow, Scotland from July 23 to August 3 and the XVII Asian Games scheduled to be held at Incheon, South Korea from 19<sup>th</sup> Sept– 4<sup>th</sup> October, 2014.