

ASICS introduces Tata Mumbai Marathon 2025 Limited Edition Merchandise



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Celebrating the Spirit of Endurance and Performance, ASICS sports icons Rohan Bopanna, Saurav Ghosal and Actor & Triathlete, Saiyami Kher unveiled the 20th Edition of Tata Mumbai Marathon Official Merchandise

ASICS, the Japanese sportswear brand, today launched the Limited 20th Edition Merchandise of Asia's most prestigious Tata Mumbai Marathon 2025. The collection was unveiled by Actor and Triathlete, Saiyami Kher along with ASICS Brand Athletes, Rohan Bopanna and Saurav Ghosal, at ASICS store on Linking Road in Mumbai.

The Limited 20th Edition Merchandise draws inspiration from 'The Queen's Necklace,' the iconic Marine Drive of Mumbai. This radiant curvature of the shore seamlessly blends with the urban skyline, creating a unique design that captures the essence of life in Mumbai. The t-shirt features a unique graphic with a repeating pattern of tetrapods lining Marine Drive's coastline, set against subtle wave-like curves in the background, symbolising the rhythm and energy of the sea.

The GEL-KAYANO™ 31 Limited Edition embodies the design language inspired by the iconic Marine Drive, its shimmering streetlights and the rhythmic waves that define the city's energy that never stops moving. The shoe is equipped with 4D Guidance System for stability and FF BLAST™ PLUS ECO cushioning and PureGEL™ technology to deliver adaptive stability and smooth strides for journeys long and short.

With colours reflecting the vibrancy of Mumbai's skyline like Illuminate Mint, Safety Yellow for Men and Summer Dune, Illuminate Mint for Women and features crafted for enduring performance, the GEL-KAYANO™ 31 captures the essence of a city that thrives on resilience, movement, and endless possibilities.

The collection is designed to unite marathon participants in a spirit of harmony and shared purpose. The merchandise encapsulates the vibrant essence of Mumbai, fostering a deep connection with the runners of the Tata Mumbai Marathon 2025.

Mr. Rajat Khurana, Managing Director, ASICS India and South ASIA said, *"Our ongoing association with the Tata Mumbai Marathon as the official sports goods partner reflects our shared values of passion, endurance, and community. We are delighted to continue our association and unveil this year's merchandise with Ms. Saiyami Kher and our brand athletes, Mr. Rohan Bopanna and Mr. Saurav Ghosal. This collection reflects the vibrant spirit of Mumbai and the resilience of every participant. At ASICS, we remain committed in our mission to provide athletes with the best fitness gear to not only inspire but also help them achieve their individual goals and celebrate their journey."*

Mr. Anil Singh, Managing Director, Procam International, said, *"Today, the Tata Mumbai Marathon represents everything good Mumbai stands for. As we approach the landmark 20th edition, every step taken towards this iconic event reflects our shared commitment to excellence and the power of movement to bring people together. ASICS has been an integral part of the Tata Mumbai Marathon journey and the Procam family, consistently raising the bar with premium event merchandise our participants truly treasure. Mumbai's energy and passion are unmatched, and this marathon brings the country together and celebrates the 'Har Dil Mumbai' spirit."*

The official TATA Mumbai Marathon merchandise will be available to shop on flagship ASICS stores across the country and online brand store.

About ASICS

Anima Sana In Corpore Sano, meaning 'A Sound Mind in a Sound Body' is an old Latin phrase from which ASICS is derived and the fundamental platform on which the brand still stands. The company was founded in 1949, more than 70 years ago by Kihachiro Onitsuka and is now a leading designer and manufacturer of running shoes, as well as athletic and SportStyle-inspired footwear, apparel, and accessories. ASICS currently has 114 stores across India.

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