

## ***Shraddha Kapoor celebrates fitness and fashion at Nexus Elante Mall as ASICS India's Brand Ambassador!***

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*Shraddha Kapoor, leading actor and ASICS Brand Ambassador visited ASICS Store at Nexus Elante Mall in Chandigarh on 17<sup>th</sup> September 2023. The event marked Kapoor's debut appearance as the brand ambassador for ASICS India. The celebrated actor made the evening delightful by sharing her mantra of fitness and healthy lifestyle while showcasing a perfect blend of fashion, style and fitness.*

*The event commenced with immense excitement as the talented actor interacted with her adoring fans, setting the stage for a memorable evening. The highlight of the evening was her in-person meet-up opportunity that fans got at the ASICS store in the Nexus Elante Mall where she was also seen trying the new range of fitness and lifestyle products.*

*Reflecting on the success of the event, **Mr Rajat Khurana, Managing Director, ASICS India & South Asia**, expressed, "We are thrilled to introduce Shraddha Kapoor as ASICS India's brand ambassador in the vibrant city of Chandigarh. This city has always held a special place in our hearts, and it is undeniably a key market for us. The city's enthusiasm for fitness and active living aligns perfectly with ASICS' core values. Hence, it was only fitting that Chandigarh be the debut city for Shraddha Kapoor's first fan event with the brand. With her as our ambassador, we are confident that she will not only resonate with the people of Chandigarh but also help us reach a wider audience across India. Together, we aim to inspire more individuals to embrace an active lifestyle, making every step count on the path to better health and well-being."*

***Shraddha Kapoor**, equally thrilled about her role as ASICS India's Brand Ambassador, shared her thoughts on the event's success, "I am absolutely thrilled to be here in Chandigarh, a city I hold dear to my heart. The warmth and energy of this city are truly special. This event gave me an incredible chance to engage with my fans. I look forward to spreading the message of an active lifestyle and making every step count with ASICS. Let's embark on this exciting journey together!"*

*The event highlighted ASICS India's latest collection of innovative footwear and apparel, blending*

*cutting-edge technology with contemporary design. Attendees were treated to fitness demonstrations, interactive sessions with Shraddha Kapoor, and an exclusive insight into her fitness routine.*

*The overwhelming footfall and the energy at the event made it an extraordinary evening celebrating fitness, fashion, and the indomitable spirit of Chandigarh.*

## **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 91 stores across India. More details can be found at <https://www.asics.com/in/en-in/store-locator>.

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