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Press Release

For Immediate Publication

Indian golf comes of age with Euro 1.5 million Avantha Masters, Trophy unveiled

- Avantha Masters to be highlight of 2010 season
- Tri-sanctioned by European Tour, Asian Tour and PGTI
- Total purse of Euro 1.5 mn
- Star golfers from Europe and Asia to play at DLF Golf & Country Club, Gurgaon
- Ad and television campaign begins
- Sterling silver trophy designed and crafted by Fraser & Haws unveiled

Gurgaon, February 10: A brand new chapter in Indian golf unfolds this week with the staging of the tri-sanctioned inaugural Avantha Masters at the DLF Golf and Country Club, Gurgaon, from 11-14 February 2010. The event, which carries a purse of Euro 1.5 mn, is sanctioned by the Asian Tour, the European Tour and the Professional Golf Tour of India (PGTI). The announcement was made at a press conference followed by the unveiling of the trophy – a custom-made design from Frazer & Haws crafted in silver for the tournament.

“This event offers Indian golfers an opportunity to take themselves to the next level. The Avantha Group proudly welcomes the golfing community this week as Indian golfers take on the best of Asia and Europe in an exciting battle that will keep everybody on their toes,” said **Yogesh Agarwal**, a key member of the Avantha Leadership team. Yogesh, who has led and successfully organised the landmark Avantha Masters, is COO of Avantha’s flagship company, BILT, the country’s largest paper manufacturer, and Managing Director of Sabah Forest Industries Sdn. Bhd., Malaysia. He has previously organised the excellent BILT Skins and the annual BILT Open golf tournaments.

Indian golfers have achieved a string of successes in the last 15 years. Indian players have won more than 40 international titles on Asian, European and Japan tours. Jeev, Jyoti Randhawa and Arjun Atwal, all of whom feature in the Avantha Masters, have more than 25 titles between them. Other Indian winners in the international circuit include Gaurav Ghei, Gaganjeet Bhullar, SSP Chowrasia, Shiv Kapur, Chinnaswamy Muniyappa, Rahil Gangjee, Harmeet Kahlon and Vijay Kumar.

Jyoti Randhawa, said, *“The arrival of Avantha Masters raises the bar of Indian golf and it gives me one more chance to play at such a high level at home.”* Apart from the established names, Indian golf also has a very talented young brigade comprising Bhullar, Lahiri, Himmat Rai and Muniyappa.

“Indian golf has been on the upswing for some time now. India already has multiple winners on European Tour with Jeev Milkha Singh and Arjun Atwal. The success of SSP Chowrasia, when we first came to India also signalled that Indian golf had come of age and the addition of Avantha Masters to the European and Asian programmes is further proof of that,” added **Keith Waters**, Director International Policy, European Tour

“India’s contribution to Asian golf has been immense. Players like Jeev Milkha Singh, Arjun Atwal and Jyoti Randhawa are world class. We have a close association with the PGTI and will continue to seek initiatives to grow the game in India and on the Asian Tour,” said Asian Tour’s Executive Chairman **Kyi Hla Han**.



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"The PGTI has worked very hard to emerge as the recognized official body of professional golf in India," said **Padamjit Sandhu**, Director, PGTI. *"Our boys have won titles at home and abroad. I am sure by this weekend we will see more talent emerge from Indian golf,"* he added.

"Indian golf has never had it so good. The Avantha Masters is a watershed event that promises to take Indian golf to the next big level!" comments Avantha's **Yogesh Agarwal**. With a focussed advertisement campaign themed as "the battle lines are drawn", Avantha Masters ensures that golf in India will never be the same. Agarwal expects large crowds of enthusiastic spectators to visit the course and participate in the Avantha Masters.

Promoted by the US\$ 4 bn Avantha Group, one of India's most prominent business conglomerates, the event signals India's strong intent to become a leading golfing destination.

About Avantha:

The US\$ 4 bn Avantha Group is one of India's leading business conglomerates. Its successful entities include BILT, Crompton Greaves, The Global Green Company, Avantha Power & Infrastructure, Solaris ChemTech Industries, Biltech Building Elements, Salient Business Solutions, and Avantha Technologies. International subsidiaries include Pauwels, SFI, Intergarden, Ganz, Microsol, Sonomatra, MSE Power Systems and Puszta Konzerv.

The Group has business interests in diverse areas including power transmission and distribution equipment and services, paper and pulp, energy and infrastructure, food processing, farm forestry, chemicals, IT and ITES. Led by Gautam Thapar, Avantha demonstrates strong leadership globally and emerges as a focused corporate, leveraging its knowledge, leadership and operations, adding lasting value for its stakeholders and investors.

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