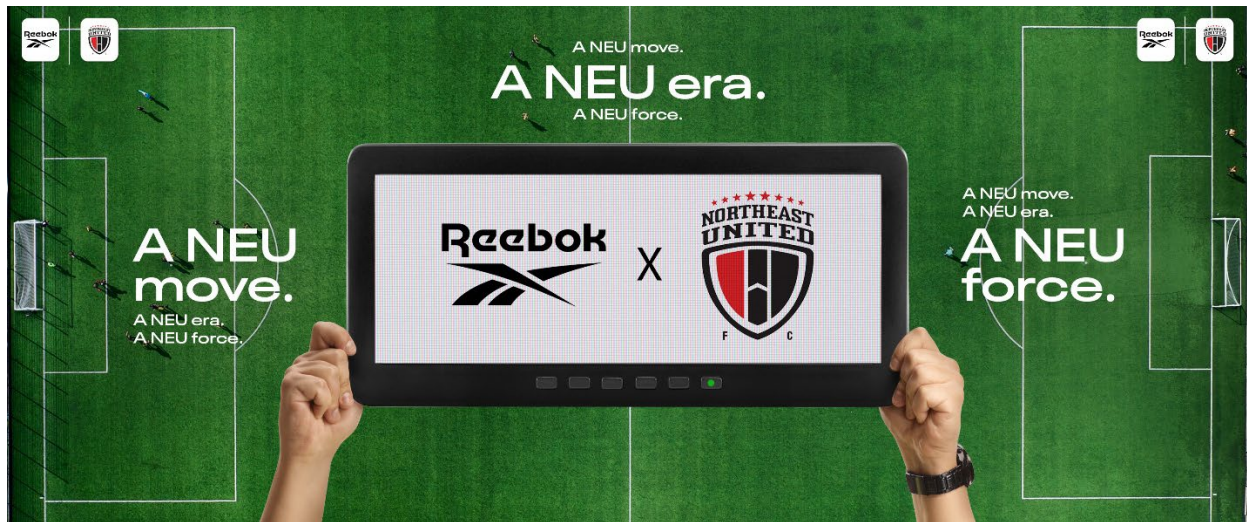




Reebok Returns to Football with John Abraham's NorthEast United FC



A strategic partnership driving the future of sports in India

National, July 10, 2025: Kicking off a powerful new chapter in Indian football, Reebok, a global leader in athletic footwear and apparel, has announced a strategic partnership with NorthEast United Football Club (NEUFC). Owned by sports enthusiast and actor-producer John Abraham, NEUFC is one of the most passionate football clubs in the country and the reigning 2024 Durand Cup champions. Reebok is a part of Aditya Birla Lifestyle Brands Limited in India.

Reebok, known for its deep roots in fitness and training culture, has been redefining its global sports narrative by re-engaging with the world's most beloved game — football. This initiative is aligned with Reebok's global strategy to become a brand of choice in football, demonstrated by its strategic partnerships with iconic clubs such as Botafogo in Brazil and Charlton Athletic in England. These collaborations reflect Reebok's vision to fuel the passion of local communities while tapping into football's unmatched cultural influence — a momentum it now brings to India with NorthEast United FC.

Founded on April 13, 2014, NorthEast United FC proudly represents the eight North-Eastern states of India — Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Sikkim, and Tripura. The club stands as a powerful symbol of unity, pride, and passion for a region that lives and breathes the sport. With a deeply loyal fan base and a strong cultural identity, NEUFC continues to be a driving force shaping the future of Indian football.

Reebok's move into Indian football with NorthEast United FC isn't just about presence — it's about purpose. This partnership is set to ignite a new era of sports in India, inspire the next generation of athletes, and show the world what it truly means to be 'Made for Sport'.

About Reebok:

Reebok International Ltd., headquartered in Boston, MA, USA, is a leading worldwide designer, marketer and distributor of sports, fitness and lifestyle footwear, apparel, and equipment. Reebok is a part of the Authentic Brands Group (ABG), with Aditya Birla Lifestyle Brands Limited. (ABLBL) as the operating partner in India. An American-inspired global brand, Reebok is a pioneer in the sporting goods industry with a rich and storied sports & fitness heritage.

About NorthEast United FC

Established in 2014, NorthEast United Football Club is a professional football club based in Guwahati, Assam and represents eight Northeastern States of India. It is the only club that represents an entire region. Owned by actor John Abraham, NorthEast United FC competes in the top tier of Indian football and are the 2024 Durand Cup champions.

About Aditya Birla Lifestyle Brands Limited

Aditya Birla Lifestyle Brands Limited (ABLBL), a part of the Aditya Birla Group, is a leading branded apparel company with a comprehensive portfolio of marquee lifestyle brands. As of March 31, 2025, the Company operates a retail footprint of over 4.6 million sq. ft., comprising 3,253 exclusive brand outlets, presence across 38,000+ multi-brand outlets, and over 7,000 shop-in-shops in department stores across the country.

The Company's brand portfolio includes India's most established and trusted names—**Louis Philippe, Van Heusen, Allen Solly, and Peter England**—each with a legacy of over 25 years. These brands have consistently delivered sustained growth, driven by a sharp focus on design-led innovation, category expansion, and operational excellence across product lines spanning formal, casual, and occasion wear.

ABLBL has built a strong presence in the innerwear and athleisure market through **Van Heusen Innerwear**, which has rapidly scaled its distribution network across India.

The Company's portfolio is further enhanced through strategic partnerships with leading international brands including **Simon Carter, American Eagle and Reebok**. American Eagle has emerged as one of India's most preferred premium denim brands, while Reebok—transitioned under the Company's management in 2022—has expanded its footprint across multiple channels. Simon Carter continues to strengthen its position in the premium menswear segment through its distinctive design language and curated collections.

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