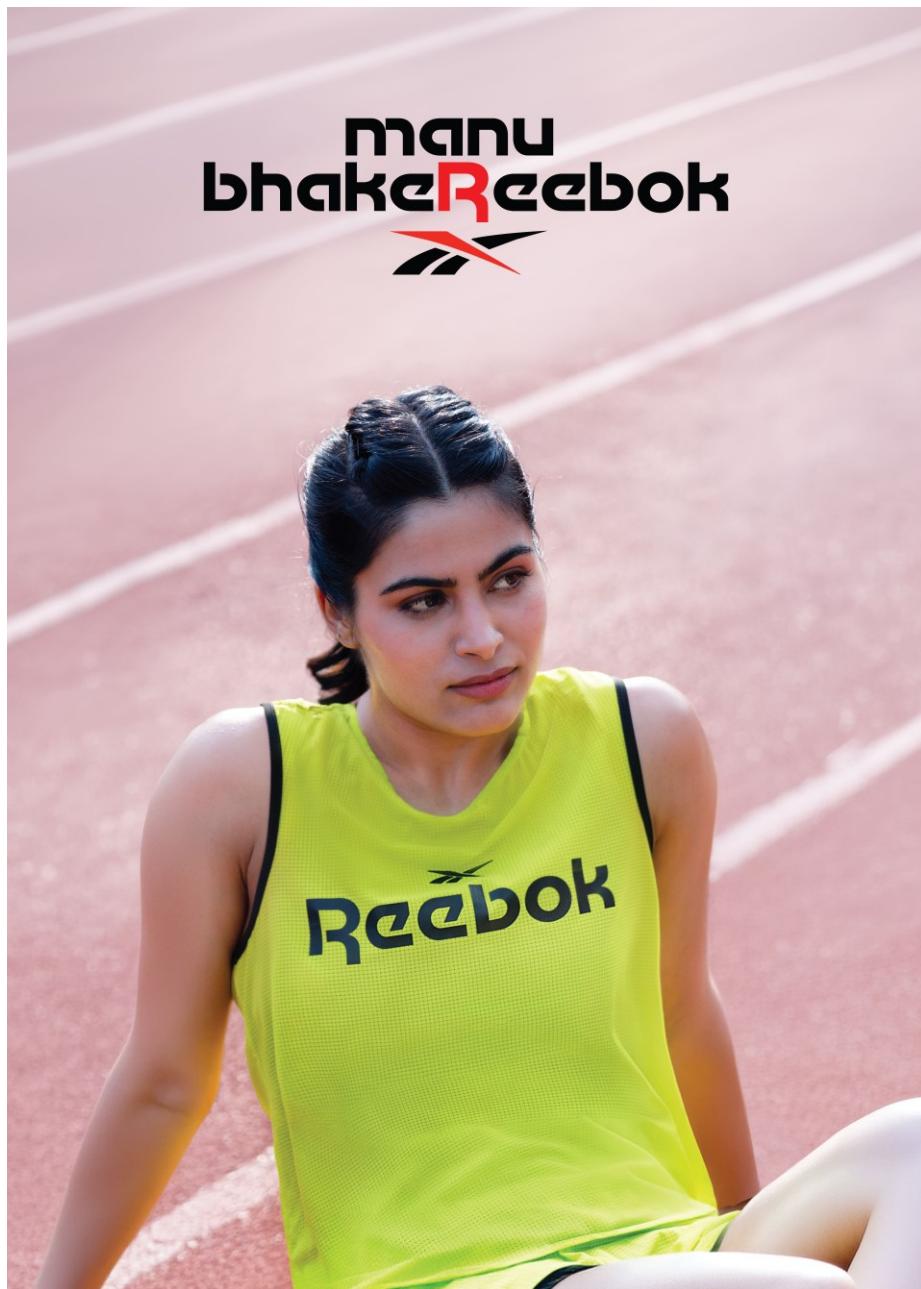


Reebok Announces Olympic Shooter Manu Bhaker as Brand Ambassador

Celebrating discipline, training and the mindset shaping India's next generation of athletes



National, February 20, 2026: Reebok today announced Olympic shooter Manu Bhaker as its brand ambassador in India. The partnership brings together Reebok's training-first philosophy with one of the country's most focused and driven athletes, united by a shared belief that true performance is built long before competition day.

At just 24, Manu has established herself as one of India's most accomplished sport shooters and a symbol of resilience and mental strength. She made history at the 2024 Paris Olympics by winning two bronze medals in the women's 10m air pistol and the 10m air pistol mixed team events, becoming the first Indian athlete to win two medals at a single Olympic Games and the first Indian woman shooter to win an Olympic medal. Her journey has been shaped as much by training and discipline as by results, making her a natural fit for Reebok, a brand

that has long championed training, fitness and high-performance sport. Manu embodies a new generation of Indian athletes who are confident, self-aware, and deeply invested in the process. From refining technique to building mental strength, her career reflects the realities of elite sport, where progress is earned through consistency and intent.

Commenting on the collaboration, **Manu Bhaker** said, *“Every result begins long before competition day. Training, focus, and belief shape everything I do, and that’s what connects me with Reebok. I’m proud to represent a brand that stands for preparation and backs athletes through every phase of the journey.”*

Speaking on the association, **Arjun Ramamoorthy, Brand Head, Reebok India**, added, *“Manu Bhaker represents the future of Indian sport – focused, fearless, and deeply committed to the work behind performance. As Reebok sharpens its focus on training and high-performance sport in India, this partnership reflects our belief in athletes who don’t chase shortcuts, but show up prepared. It’s about empowering people to push further through training and self-belief.”*

This strategic collaboration underscores Reebok’s renewed commitment to sport and distribution growth across India, strengthening its presence in performance categories and engaging communities that value the discipline of daily training as the foundation of performance. Together, Reebok and Manu Bhaker will encourage athletes and fitness enthusiasts to shift focus from podium moments to the preparation that earns them.

Link to the announcement: <https://www.instagram.com/reels/DU-Gh5EE8oB/>

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 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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