



Reebok Returns to Sport with NorthEast United FC Partnership

Reebok unveils new season Jersey with Aryaman Vikram Birla and John Abraham



Mumbai, September 5, 2026: Reebok, the iconic global athletic footwear and apparel company, is back on the pitch. The brand unveiled NorthEast United FC's new jersey today in Mumbai, underscoring its return to competitive football sponsorship in India. The partnership reflects Reebok's commitment to strengthening its presence in sport and supporting the growth of a more active sporting culture in India.

During the announcement, Aryaman Vikram Birla, Director of Aditya Birla Group and Non-Executive Director of Aditya Birla Lifestyle Brands Limited (ABLBL), and John Abraham, Co-Owner, NorthEast United FC, unveiled the new seasons Jersey together, signalling a new phase of the alliance.



Aryaman Vikram Birla, Director, Aditya Birla Group, commented, “Sport is entering a defining phase in India, and sportswear is emerging as one of the most exciting opportunities within fashion and lifestyle. Reebok is uniquely positioned at the intersection of these trends, combining an authentic sporting heritage with ability to connect with a new generation of consumers, making it one of the fastest growing brands in our fashion portfolio. Our partnership with NorthEast United FC is a natural extension of that vision, bringing together an iconic sports brand and one of India’s most passionate football communities”

This partnership marks a new sports era for Reebok in India and mirrors Reebok’s global playbook: building credibility on the field, and showing up in spaces that resonate with each region’s sporting culture.

John Abraham, Co-Owner, NorthEast United FC, stated, “Reebok’s sporting heritage speaks for itself, and this partnership with NorthEast United FC is a special moment for us. This partnership reflects the ambition we have for the club, both on and off the pitch, and we’re excited about the opportunities this creates for football in the region.”

Arjun Ramamoorthy, Brand Head, Reebok India, added, “This partnership is about building Reebok’s relevance through sport, with a clear focus on where consumers are



engaging and where the brand can add value. Football gives us an authentic platform to engage with a new generation of consumers, while NorthEast United FC provides a strong cultural and sporting connection.”

Mandar Tamhane, CEO, NorthEast United FC, added, “This partnership is a reflection of where NorthEast United FC is heading. We have always believed that the Northeast has the talent, passion and culture to make a much bigger mark on Indian football. Reebok and Aditya Birla Group shares that belief, and together we have an opportunity to connect that footballing identity with a new generation, while continuing to raise the standards for the club and the region.”



Reebok has a long-standing association with sport in India, having outfitted athletes and teams across cricket, football and running over the decades. The two-time Durand Cup winner NorthEast United FC (NEUFC), representing all eight states of Northeast India, has played a key role in bringing the region's rich footballing culture and talent to the forefront of Indian football. Together, Reebok and NEUFC aim to build on that legacy, creating greater momentum for the sport and deepening engagement with one of India's most celebrated football communities.



Aryaman Vikram Birla and John Abraham were joined by key members of the NorthEast United FC squad, including Mandar Tamhane, Gurmeet Singh, Buanthanglun Samte, Redeem Tlang and Lalrinzuala Lalbiaknia, as the club unveiled its new Reebok jersey.

Bringing the launch to life on the pitch, NEUFC players played a fast-paced 5-a-side exhibition match, giving fans and media their first glimpse of the new Reebok kit in competitive action. Prominently featuring eight stars, the jersey celebrates the eight states that make up Northeast India and the region's deep-rooted football culture.



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 June 30, 2026, the Company operates a retail footprint of ~5 million sq. ft., comprising 3,362 exclusive brand outlets, presence across 39,500+ multi-brand outlets, and over 6,500+ 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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