



Mumbai, June 29, 2011: Sports marketing company, Professional Management Group, chaired by legendary cricketer Sunil Gavaskar and co-owned by Adman Sam Balsara and outdoor specialist Noomi Mehta, has added another feather in their cap by signing with Abhinav Bindra, India's only individual Olympic Gold medal winner.

This move comes only a few months after PMG launched their celebrity management vertical by signing up swashbuckling Indian cricket opener Virender Sehwag.

PMG will now exclusively be looking after Bindra's brand endorsements and other commercial commitments with a special focus on image building and reputation management.

"With the London Olympics coming up next year, we believe that Abhinav is the right role model for medal aspirants in various disciplines. The hopes are high for the country and Abhinav has given every Indian the confidence that we can compete with the best in the world. We believe that Abhinav's leadership and his unflappable attitude are in sync with what we stand for as a company " says Sunil Gavaskar, Chairman, PMG.

"I am very excited to have signed the deal with a company of PMG's repute. I am also elated that I would be associated with a legend of the stature of Mr. Sunil Gavaskar. And I am sure we are going to have a great partnership working together. I look forward to a successful Olympics and hope to inspire the growth of other sports in the country" says Abhinav, who will be expected to lead India's challenge in London.

"Our focus and objective was always to diversify in the field of athlete management. Having tasted success with Virender Sehwag by signing him with new brands and renegotiating existing deals, we believe that it is the right time to take the next step and Abhinav is the best fit for us. With the Olympics coming next year, we are looking at encouraging brands to sign up athletes from sports where India has medal hopes next year, thereby helping promote these sports among the masses" says PMG COO Melroy D'souza.

In the coming few months, PMG is looking at adding to their roster with a few more signings, including established and upcoming cricketers and athletes from sports ranging from football, tennis, badminton, golf, motorsports and Olympic sports.

About PMG: Professional Management Group is one of India's premier sports marketing companies, established in 1985 by Sunil Gavaskar and Sumedh Shah. PMG are pioneers in the field with various innovations in media, television and sporting properties. The company has been servicing clients in various aspects of sports marketing including Athlete Endorsements, Sponsorships, Consulting on Brand Associations and Properties, Media and PR. Over the past 25 years, PMG has worked with some of the top brands in the country including CEAT, Castrol, Airtel, Citibank, Vodafone, Pepsi and the Godrej Group. In addition to creating landmark sporting properties like the Signature Club Golf Championships, PMG also handles all the top cricket awards and rating systems in the country including the CEAT Cricket Ratings, the Castrol Awards for Cricketing Excellence and the official BCCI Awards.

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