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Wednesday 19 October 2011

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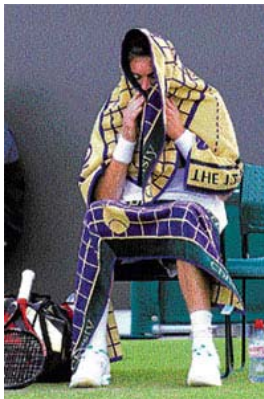
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'Made in India' towel to make its presence felt at Wimbledon

New Delhi, June 20 (PTI)

As Roger Federer seeks a record equalling title on the 125th anniversary of the Wimbledon tennis championships this year with defending champion Rafael Nadal standing in the way, they will be wiping every drop of sweat they break on a 'Made in India' towel.



Mumbai-headquartered diversified group Welspun will be supplying 92,493 pieces of towels for the tournament that begins today and ends on July 3 in London.

This is the second year running that the group will be supplying the towels to the one of the most prestigious tennis tournaments in the world.

"We are delighted to be a part of the Wimbledon Championships as a preferred partner by manufacturing the towels for the championship," Welspun Group Chairman BK Goenka told PTI.

He said being involved with such a high profile event adds to the company's value. "Wimbledon embodies quality and perfection, and by making us a preferred partner it reinforces the excellence and quality standards we adhere to for producing our products," Goenka said.

Welspun had started manufacturing towels for Wimbledon in 2009 for the 2010 championships. This year it will be supplying nearly 6 per cent more than it had supplied last year.

"For Wimbledon Championship 2010, Welspun made 87,538 pieces of towels and for Wimbledon Championship 2011, we have shipped 92,493 pieces of towels," a company official said.

The towels have already been manufactured and majority portion of quantity shipped from the Vapi (Gujarat) factory of Welspun India Ltd, the official said.

This year there is a change in the colour of the towels for women although the basic overall design remains the same. A certain quantity of the towels will have the 125th year of Wimbledon Championship printed on it.

Welspun, however, is not involved in the design development part and get the designs from the Event Management Committee of the Wimbledon Championship.

This year the men's draw is of particular interest as Federer seeks to equal the seven titles won by the great Pete Sampras. On the other hand world number one and defending champion Nadal is fresh from his sixth win at the French Open, equalling the record of six titles won by Bjorn Borg.

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