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## Wimbledon towels are Gujarat made

Nayan Dave, TNN, Jul 2, 2010, 05.32am IST

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AHMEDABAD: Now, Gujarat wraps likes of Serena Williams, Rafael Nadal, Maria Sharapova and Roger Federar in a towel.

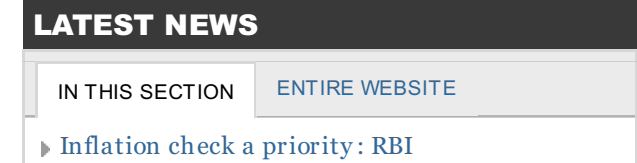
Textile major Welspun group has started manufacturing the iconic Wimbledon towels at its facility in Vapi from this year.

For over 35 years, the towels were being supplied to All England Lawn Tennis Club (AELTC), organisers of the 125-year-old championship, by a Manchester-based company Christy. Welspun acquired Christy in



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2006 and shifted manufacturing to its facilities in Anjar in Kutch and Vapi in Valsad. It has invested around Rs 3000 crore in these two plants.

"These towels are produced under Christy brand and licenced by the AELTC. This year the towels have been made at Welspun's towel manufacturing facility at Vapi," says BK Goenka, chairman of Welspun Group.

The towel's design changes every three years. Men's towels are always in the iconic club colours of dark green and purple, enhanced by gold. "The colours of ladies' towel change every year — this year they are pink, blue and vanilla," said B B Sharma, director (operations), Welspun.

Such is Wimbledon's quality control that its accounts manager Karthryn Keogh regularly visits the factory at Vapi. The towels, sold at three shops inside Wimbledon complex, cost between £5-25. Each player is given two towels for every match. Almost half of them are not returned. Players are requested to give them back but many of them like to keep them as mementoes.

"I wouldn't say towels were stolen," a Wimbledon spokesperson has been quoted as saying, "they are just not returned." Often, you can find a mad scramble for grabbing a towel flung at them by an ecstatic victor after the match.

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**Prathima Rao** (Singapore)

02/07/2010 at 07:27 am

Though it is good business for India, I rather see a headline 'Wimbledon players are India made' rather than just 'Wimbledon towels are Gujarat made'...

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**Raja** (India)

02/07/2010 at 07:13 am

I didn't know that. Thanks. That really feels good.

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