

Press Release

Louis Philippe announces the 5th edition of the LP Golf Cup 2016

Bangalore, May 30th, 2016 - The 5th edition of the Louis Philippe Cup will be held at the Karnataka Golf Association from 1st June – 4th June 2016. The four day, 72-hole tournament approved by the Professional Golf Tour of India (PGTI) will have a purse of Rs. 1.2 crore, the second highest for any domestic tournament in India. A total of eight teams vying for the top honours at the 5th Louis Philippe Cup which tees off at the Karnataka Golf Association (KGA) in Bengaluru from May 31st, 2016.

The Louis Philippe Cup has had a rich history featuring Jeev Milkha Singh, Jyoti Randhawa, Anirban Lahiri, Gaganjeet Bhullar, SSP Chowrasia and many other Indian star players competing regularly.

The gala opening dinner and pro-am of the tournament has had a legendary following, attracting stars such as **Kapil Dev, R. Madhavan, Mani Ratnam, Ajit Agarkar, Charu Sharma and Papa CJ**, amongst others.

Sooraj Bhat, COO – Louis Philippe & Allen Solly said, "Golf as a sport epitomizes elegance and style and the top 24 Indian players will show this at the Louis Philippe Cup. We welcome all the 8 teams and the star players to the 5th edition of the tournament and look forward to an exhilarating golfing spectacle. This season, we look forward to an exciting game in the city of Bangalore as 8 teams with renowned players from various cities compete to win the coveted Louis Philippe Cup."

The Tournament format of the Louis Philippe Cup was conceived to increase the appeal of professional golfers to the general public by involving fans in a city team franchise type of event, similar to the IPL cricket event. Fans are more likely to follow their city team's performance in the tournament and read up on the profiles of their team members. This benefits the corporates involved with supporting teams as they get to interact with the players and form an association.

The association between leading Indian corporates and Indian pros has witnessed a most successful outcome with at least 10 Indian players signing individual sponsorship deals with city team owners worth a cumulative Rs. 7 – 8 crore as a result of the Louis Philippe Cup over the past 5 years.

PGTI Director - Uttam Singh Mundy said the format is customised keeping in mind the upcoming Rio Olympics and promises to be more exciting than the previous editions. "The earlier editions of the Louis Philippe Cup have set high standards and the tournament has been very popular with the players. The four-day, 72-hole stroke play format mirrors the format to be used at the Rio Olympics 2016 and adds to the excitement of the event. The addition of a 3-day team training camp prior to the event will help every team raise the bar. The introduction of highly experienced managers to be attached to each team will further motivate the teams and help them function better as a unit. This year's event promises to be the most competitive and exciting edition so far."

The prestigious Louis Philippe Cup features eight city based teams comprising of two players in each team from the top ranked professionals on PGTI's 2015 final order of merit to form a team with a player picked by the sponsors. The unique format of the four day event features one day of pro-am



followed by two days (36 holes) stroke play in which all 8 teams will compete. The four teams with the best total team scores over 36 holes will advance to the semi-finals. From the semi-finals onwards, the top four teams will play in Match play format.

About Louis Philippe

The brand draws its name and inspiration from King Louis Philippe of France, who was famed for his generosity of spirit and his appreciation of the arts. Louis Philippe thrives on excellence, elegance and opulence. Synonymous with premium, international men's fashion, Louis Philippe was launched in India in 1989, and ever since then, the brand has been enjoying the repute of being the leader in formal and quasi-formal wear. Taking cognizance of the evolution of the Indian gentleman and so also his preferences, the brand has constantly innovated and modelled itself to suiting and meeting those requirements and this is what sets Louis Philippe apart as a premium, international men's fashion brand.

About Aditya Birla Fashion and Retail Ltd

Aditya Birla Fashion and Retail Ltd. (ABFRL) emerged after the consolidation of the branded apparel businesses of Aditya Birla Group comprising Aditya Birla Nuvo Ltd's (ABNL) Madura Fashion division and ABNL's subsidiaries Pantaloons Fashion and Retail (PFRL) and Madura Fashion & Lifestyle (MFL) in May 2015. Post the consolidation, PFRL was renamed Aditya Birla Fashion and Retail Ltd. ABFRL is India's No 1. Fashion Lifestyle entity, growing at a rate in excess of 20% over the last 5 years. ABFRL altogether hosts India's largest fashion network with over 7,000 points of sale across over 375 cities and towns, which include more than 2,000 exclusive ABFRL brand outlets. ABFRL's e-commerce fashion portal, Trendin.com reaches out to multiple destinations across India. With more than 12.5 million loyalty members as of Sept '15, ABFRL has a strong bouquet of loyalty programmes in India.

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