



SRIXON SPORTS ASIA ANNOUNCES THE ARRIVAL OF XXIO CLUBS IN INDIA

New Delhi (NCR), March 22, 2013: With a long standing tradition of premium golf clubs in Japan, Srixon Sports Asia announced the introduction of the XXIO brand in India. Matt Yasumoto, Managing Director, Srixon Sports Asia SND, BHD inaugurated the XXIO store. XXIO brand is available at Golf Studio in Gurgaon.

XXIO is part of the Dunlop Sports Co. Ltd. Family and is the No.1 Golf Brand in Japan. The brand has had tremendous success with discerning golf players in Japan, Korea and South Asia and looks to replicate this in India.

By bringing to India its high-end premium line of golf equipment, XXIO, Srixon Sports Asia underlines its vision of growth for the Indian golf market which has seen tremendous maturity over the last few years. With the benefit of advanced technology from Japan, XXIO will be the equipment of choice for all golfers.

Karma in India, is the official distributor for Cleveland Golf, and has been appointed as the distributor of Srixon Golf balls and equipment in India since 2012. Building on the tremendous success and strong relationship with Srixon Sports Asia, XXIO will now join the product line offered by Karma to suit the varied requirements of golfers.

The XXIO brand will make its India debut in New Delhi in March, followed by Bengaluru and Chennai in April and May respectively.

http://www.srixon.com/about_us.html

