

YONEX SUNRISE INDIA OPEN

Badminton Times

E-NEWSLETTER

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BIG NUMBERS

100,000,000
people globally will watch LIVE the Yonex Sunrise India Open 2013

300,000
searches per month are carried on badminton in India in the Internet space

200,000
dollars in prize money will be up for grabs in the Yonex Sunrise India Open

165,000
searches per month are about Saina Nehwal in India in the Internet space

30,000
number of fans expected in the Siri Fort Complex to watch India Open '13

169
number of countries affiliate to the Badminton World Federation

FACTOIDS

1. Surprising but true, Saina Nehwal does not have the India Superseries title in her kitty so far. Go for it girl!
2. P Kashyap shot into the limelight in the 2012 event when he qualified for the Olympics

Game on! Yonex Sunrise India Open 2013!

SUPER GAME CHANGER Come April 23, the world's top shuttlers will engage in a fierce battle for the coveted Yonex Sunrise India Open title. Here is a complete guide to the tournament



WHAT?

IN 2011 the India Open was inducted into the prestigious BWF Super-series category of tournaments. The Yonex Sunrise India Open 2013 will be the third edition of one of the biggest badminton tournaments in the world

HOW?

IN ALL, the total prize money in the offering for the Yonex Sunrise India Open is \$200,000. The Super Series tournament offers the biggest prize money in Indian badminton

WHO?

IN SAINA Nehwal Indian badminton has one of the biggest icons of the game today. World No.1 men player, Lee Chong Wei, world No. 4 women player, Juliane Schenk, and a host of other top-50 players will be seen in action

WHERE?

IN Siri Fort Complex, India has one of the grandest venues in the world, ready to host one of the most prestigious badminton tournaments. Come April 23-28, a galaxy of stars will descend at the CWG 2010 badminton and squash venue

THE SUPER 6 - STARS TO WATCH OUT FOR

WOMEN

SAINA NEHWAL, world No. 2

Aiming to win her maiden Yonex Sunrise India Open 2013, Indian hopes in women's singles rests on her

JULIANE SCHENK, world No. 4

The German star is geared up to give the local favourite and arch-rival Nehwal a run for her money

RATCHANOK INTANON (THAILAND), world No. 8

All-England 2013 runners-up, the 18-year old Thai will be looking to win her first Superseries title

MEN

LEE CHONG WEI (MALAYSIA) world No. 1

The winner of the inaugural edition in 2011 will aim to exert his authority once again on the Indian soil

MATHIAS BOE/CARSTEN MOGENSEN (DEN) world No. 1

The Danish pair are all set for the tournament and smash their way to the Yonex Sunrise India Open title

PARUPALLI KASHYAP, world No. 7

After winning the Syed Modi International India Grand Prix last, the Indian stays upbeat about the \$200,000 event

PREVIOUS WINNERS - YONEX SUNRISE INDIA OPEN

Year	Men's singles	Women's singles	Men's doubles	Women's doubles	Mixed doubles
2012	Shon Wan-ho	Li Xuerui	Bodin Issara Maneepong Jongjit	Jung Kyung-eun Kim Ha-na	Tantowi Ahmad Lilyana Natsir
2011	Lee Chong Wei	Pornpipit Buranaprasertsuk	Hirokatsu Hashimoto Noriyasu Hirata	Miyuki Maeda Satoko Suetsuna	Tantowi Ahmad Lilyana Natsir



"Saina is one of the most popular Indian youth icons today. She carries herself with amazing elan and grace and it's obvious why she is in hot demand for fashion shows"
-Charu Parasher Fashion designer

CATCH THE BUZZ!



UNLIMITED ENTERTAINMENT

Saina Nehwal and men's No. 1 Lee Chong Wei to walk the ramp for top designer Charu Parasher with Indian Ocean band to perform on April 22 at the Welcome Ceremony of the Yonex Sunrise India Open 2013



LIVE ON TV!

Catch the world-class badminton action live on TV from April 26-28 on sports broadcasting channels, NEO Prime and Sony Six. Watch this space for the schedule!



AUTOGRAPH SESSION!

A meet-and-greet session with the top badminton stars at the Yonex Autograph Booth at DDA Squash and Badminton Stadium (Siri Fort Indoor Complex)



BADMINTON CLINIC!

A world-class shuttler to help youngsters enhance their skills in an interactive badminton clinic at the Genesis Global School, Noida Expressway

Marketing & events partner



Welcome Note -BAI President



Dear Friends

It gives me great pleasure to welcome all of you, passionate badminton lovers, to the Yonex Sunrise India Open 2013, which is the Indian leg of the OSIM BWF World Superseries. There is an unprecedented buzz and excitement around Indian badminton today and it gives us great encouragement and motivation as we get set to host the third edition of the prestigious India Open Superseries.

The tournament is back with more power-packed action in the offing, off the court entertainment, a fashion show and live band at the 'Welcome Ceremony', and a very tough field in all the five categories that will make it perhaps the most competitive badminton tournament in India. The nation looks forward to watching Saina and the rest of the Indian Team members putting their best feet forward.

Go for it Team India!

See you at the tournament!

Dr Akhilesh Das Gupta
BAI President, MP

Parupalli Kashyap has sight set on Yonex Sunrise India Open 2013

Currently ranked seven in the BWF world rankings, Kashyap is geared up to meet home expectations

The Yonex Sunrise India Open has in the past proved very lucky for Parupalli Kashyap. It was here last year that he qualified for the 2012 London Olympics which catapulted him into the limelight.

The 26-year-old shuttler hasn't look back since and after making it to the last-8 stages of the Olympics, he also annexed his first international title at the Syed Modi India Grand Gold in Lucknow 2012. His consistent performance at the highest level has finally rewarded him with a top-10 rankings regularly in the last few months.

Currently world No.7, Kashyap is geared up for the India Open 2013 and is aiming to become the first Indian shuttler to win the tournament.

"I always enter a tournament aiming to win and

Superseries and lead the way for my compatriots."

Kashyap, who will be one of the top-seeded players and lead the Indian men's challenge in the \$200,000 tournament feels the huge level of expectation motivates him to deliver better.

"The tag of being one of the tournament favourites is actually a good thing and it keeps me motivated. At no point do I feel any sort of pressure due to the huge expectations. It only helps me in performing better," he said. Kashyap was knocked out in the quarterfinals of this year's All-England Championship but he says the experience has helped him and he learnt a lot from the mistakes.

"I was playing well in the All-England, but made few errors that cost me the tournament. I have defi-



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nothing changes in the Yonex Sunrise India Open. I have lot of points to defend, but my focus will be to win the tournament," said Kashyap.

The Hyderabad-based shuttler added, "It is true that Indian players did not have much luck in the previous editions of the tournament but I hope things change this year. I have a very good chance to win the tournament this time and am really hoping to become the first Indian to clinch the India Open

nately carried a lot of positives from the tournament and it will help me in my future endeavours," said the 2012 London Olympics quarterfinalists.

Asked to comment on the biggest threat to his ambition in the Yonex Sunrise India Open, Kashyap said he does not underestimate anyone and everyone poses a potential threat to him in the tournament.

"It has not been very long that I broke into the top-10. Things have changed suddenly for me and from being an underdog I have started appearing as top-seeded player. So it shows that anyone can shift gears and be a force to reckon to. So I take every match seriously and avoid getting complacent," added Kashyap, who is also an ICON player in the \$1-million Indian Badminton League.

"I always enter a tournament aiming to win and nothing changes in the Yonex Sunrise India Open. I have lot of points to defend, but my focus will be to win the tournament"

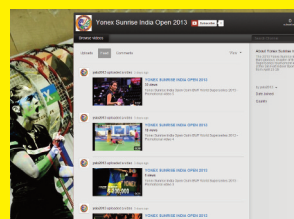
BAI: Taking badminton to glorious heights

The Badminton Association of India (BAI) is the governing body for badminton in India. Based in Lucknow, BAI is an association registered under the Societies Act and affiliated to the Badminton World Federation, Badminton Asia Confederation, and the Indian Olympic Association. BAI was formed in 1934 and has been holding national-level tournaments in India since 1936. BAI conducts international tournaments in India like the India Open Superseries, Syed Modi India Grand Prix, national championships in all age categories, selects team and conducts the training camps for international tournaments like the Olympic Games, World Championship and other tourneys, looks after the training of technical officials, umpires, to keep Indian badminton abreast of the changes in the rules, and takes path-breaking initiatives like the Indian Badminton League to promote the sport.

Yonex Sunrise: In the game since four decades

As part of its commitment to the game of badminton, Yonex-Sunrise works closely by sponsoring badminton at every level from recreational clubs, schools, and colleges to numerous major international championships across the world. This year, 2013, marked the 30th consecutive year of the company's sponsorship of the All-England Championships, one of the longest continued sponsorships of any major sporting event in the world. Domestically, Yonex-Sunrise's sponsorship programmes works with majority of states badminton associations, badminton academies, reputable badminton coaches, potential and talented players and influential semi-promoters to bring more local talent to the fore.

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<https://www.youtube.com/user/yso2013>



<http://www.facebook.com/pages/BAI-Badminton-Association-of-India/422413077840499?ref=ts>



<http://www.facebook.com/YonexSunriseIndiaOpen2013?ref=ts>

YONEX-SUNRISE INDIA OPEN 2013

VENUE: DDA SQUASH AND BADMINTON STADIUM, SIRI FORT SPORTS COMPLEX, NEW DELHI DATE: APRIL 23-28, 2013

Sanctioned by:



Organised by:



Title sponsor:

