



SHIV NARESH

NEWSLETTER



Aug Edition **2026**

— GEAR UP. MOVE MORE. WIN MORE. —



INTRODUCING THE ALL-NEW
HOCKEY INDIA JERSEY
DESIGNED FOR PRIDE. BUILT FOR CHAMPIONS.



LIGHTER.
MOVE FASTER.



STRONGER.
STAY AHEAD.



SMARTER.
PERFORM BETTER.



CRAFTED FOR CHAMPIONS

The jersey features a modern gradient design with official and Odisha sponsor print on the front.



NEW ARRIVALS

This set includes a stylish blue jersey and matching shorts.



PERFORMANCE READY

Stay comfortable and performance-ready with this premium set.



TRAIN LIKE A CHAMPION

Designed for athletes and active lifestyles – perfect for training and everyday use.

FROM BLUE TO SAFFRON:

How India's Hockey Jersey Evolved Over the Years

A JOURNEY OF HERITAGE, PRIDE & PERFORMANCE.

PRE-INDEPENDENCE TO LATE 2000s



HEAVY
COTTON
ERA

- Early Era: Featured heavy cotton shirts with thick collars paired with long, knee-length shorts.
- Classic Blue Phase: Evolved into a clean, collared light-blue or medium-blue jersey with navy blue shorts, a timeless look across decades of glory.

2002–2012 SHADES OF BLUE & MODERN CUTS



- 2002 World Cup: Light blue jersey with dark navy details and navy stockings.
- 2006–2008: Blue variations with improved, lightweight synthetic fabrics.
- 2010 World Cup (New Delhi): Pale-blue jersey with white shorts & navy stockings. White away kit with orange stockings.
- 2012 London Olympics: Traditional blue & white variants with performance-fit cuts.

2014 THE YELLOW EXPERIMENT



- 2014 World Cup (The Hague): A bold departure from blue – Bright yellow jersey, shorts & stockings.
- White away kit with orange panels.

2016–2023 RETURN TO BLUE



- Classic blue returns as the core identity.
- Featured in Rio 2016, Tokyo 2020, Paris 2024 Olympics (white away kits) and 2018 & 2023 World Cups.
- Blue remains a symbol of pride, consistency & legacy.

2026 THE SAFFRON SHIFT



BETTER
VISIBILITY
ON BLUE
TURF

- 2026 FIH Hockey World Cup (Netherlands & Belgium): Vibrant saffron (orange) jersey with heritage patterns, navy accents & tricolour detailing.
- Designed for better visibility on blue turf.

INTRODUCING THE ALL-NEW

HOCKEY INDIA JERSEY

DESIGNED FOR PRIDE. BUILT FOR CHAMPIONS.



LIGHTER.
MOVE FASTER.



STRONGER.
STAY AHEAD.



SMARTER.
PERFORM BETTER.

ON SCREEN.
ON POINT.
ON PEDDI.

In the 2026 Telugu-language sports action drama film **Peddi**, the popular Indian sports apparel brand **Shiv Naresh** is prominently featured as the official athletic gear worn by the lead actor,

Ram Charan.

GLOBAL STAR
RAM CHARAN

PEDDI

A BUCHI BABU SANA FILM

2026



ICONIC BRAND

Trusted by
Champions.



PROUDLY FEATURED

In a Pan-India
Blockbuster.



ONE BRAND.
MANY VICTORIES.
Infinite Inspiration.

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HONoured.
RECOgnISED.
INSPIRING.
**A PROUD MOMENT
FOR SHIV NARESH.**

Shiv Naresh felicitated with the
AFI AWARD

- A CELEBRATION OF VISION, COMMITMENT & EXCELLENCE -

“ This recognition is a reflection of our relentless pursuit of quality, our contribution to Indian sports, and our promise to keep inspiring generations. ”



SHIV PRAKASH SINGH

Managing Director,
Shiv Naresh Sports Pvt. Ltd.

39 MEDALS. ONE PROUD NATION.



13

GOLD



17

SILVER



09

BRONZE



INDIA FINISHES 4TH
AT GLASGOW 2026



MIRABAI CHANU
WEIGHTLIFTING



PREETI PAWAR
BOXING



JAISMINE LAMBORIA
BOXING



LOVLINA BORGHAIN
BOXING



HARJINDER KAUR
WEIGHTLIFTING



HARSH SINGH
JUDO



JHANDU KUMAR
PARA POWERLIFTING



ONE TEAM. ONE NATION. COUNTLESS DREAMS.



OUR DIRECTOR. OUR VOICE. SHAPING THE FUTURE OF SPORTS.



— Proud Moment for Shiv Naresh —

TOI SPORTS FITNESS & INFRASTRUCTURE EXPO 2026

A premier platform uniting sports,
fitness and infrastructure for a
stronger tomorrow.

 **30TH JULY – 1ST AUGUST 2026**

 **HALL 14, BHARAT MANDAPAM,
NEW DELHI**

“ Industry leaders believe India's greatest strength lies in its fast-growing consumer base — a powerful force shaping the future of sports.

For the first time, the Government has brought the entire sports ecosystem under one ministry — a progressive and transformative step.

Across states, we are hearing the same message:
“How can we collaborate better? How can we grow together?”
They are looking for better partnerships, stronger business opportunities, and the right support to scale.

We are here to build that future — together.

— **SHIV PRAKASH SINGH**

Managing Director, Shiv Naresh Sports Pvt. Ltd.



INDUSTRY VOICE

Representing perspectives
that drive the future
of Indian sports.



POLICY IMPACT

Collaboration with
government & stakeholders
for a stronger ecosystem.



BUSINESS GROWTH

Creating opportunities
for states, partners &
the sports industry.



BUILDING TOMORROW

Together, we are building
a stronger, fitter and more
infrastructure-ready India.

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LEADING CONVERSATIONS. SHAPING THE FUTURE OF INDIAN SPORTS.

Our Managing Director,
Mr. Shiv Prakash Singh,
was honored to be a panelist at the
**Times of India Sports, Fitness &
Infrastructure (SFI) Expo 2026,**



HELD FROM

JULY 30 – AUGUST 1, 2026

at Bharat Mandapam, New Delhi.



Sharing insights on the future of
India's sports ecosystem and contributing
to meaningful conversations shaping
the industry.

TIMES OF INDIA

SFI

SPORTS, FITNESS &
INFRASTRUCTURE EXPO

2026



CONNECT



COLLABORATE



TRANSFORM

**BUILDING A STRONGER
SPORTS ECOSYSTEM
FOR A STRONGER INDIA**

PANEL DISCUSSION

Made for the World: India's Sports Manufacturing Opportunity



Mr. Harilal Madhavan
Director of Sports,
MYAS



Mr. Rakesh Kohli
Chairman,
Stag International



Mr. Shiv Prakash Singh
MD,
Shiv Naresh



Dr. Kanishka Pandey
Faculty & Head,
Sports Research,
IMT Ghaziabad



Mr. Sandeep Jhunjhunwala
Director,
Technosport



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GEAR UP. MOVE FORWARD.



PERFORMANCE WEAR FOR EVERY AMBITION.

From training sessions to podium finishes,
Shiv-Naresh delivers premium quality sportswear,
equipment & accessories **trusted by millions.**



PREMIUM
QUALITY



TRUSTED BY
CHAMPIONS



FAST & RELIABLE
DELIVERY



DEDICATED
SUPPORT

GEAR FOR EVERY SPORT. **EVERY PLAYER.**



SPORTSWEAR



FOOTWEAR



EQUIPMENT



ACCESSORIES



TEAM WEAR



CUSTOM
MERCHANDISE

DOWNLOAD OUR APP



VISIT OUR WEBSITE
www.shivnaresh.in

Explore our complete collection
anytime, anywhere.



ANDROID APP



GET IT ON
Google Play



IOS APP



Download on the
App Store



**BUILT FOR PERFORMANCE.
MADE FOR YOU.**

High performance. Modern design.
Unmatched comfort.
That's the Shiv-Naresh promise.

ONE TEAM. ONE NATION. COUNTLESS DREAMS.



PROUD TO BE THE
OFFICIAL PARTNER
— for a Healthier Hisar! —



SEP 20
RACE DAY | **2026**



21.1 KM
HALF MARATHON



10 KM
10K RUN



5 KM
5K RUN



3 KM
WALKATHON

OFFICIAL PARTNER





POWERED BY



World Tennis



MT 200

THYAGRAJ STADIUM, NEW DELHI



6 SEP – 10 SEP 2026

15 COURTS FOR MATCHES

CO-POWERED BY



SiddhiStar
Puja. Pandit. Booking.



The
sock
street

WORLD CLASS
FACILITY.
WORLD CLASS
EXPERIENCE.

FACILITIES / ATTRACTIONS



BABOLAT
ALL COURT BALLS



FULL TIME
TEA / COFFEE / ETC



REFRESHMENT
THROUGHOUT THE DAY



HYDRATION
DRINK



SEPARATE CHANGING
ROOMS FOR MEN & WOMEN
(INTERNATIONAL STANDARD)

GOODY BAG



EVENT
T-SHIRT



PREMIUM
WALLET



PREMIUM
SOCKS



PREMIUM
KEYRING

Compete. Connect. Celebrate. **TENNIS AT ITS BEST!**



WORLDWIDE
COMPETITION



FRIENDSHIPS
BEYOND BORDERS



EXPERIENCE
EXCELLENCE



PASSION
FOR TENNIS



THYAGRAJ STADIUM &
JAWAHAR LAL NEHRU STADIUM, NEW DELHI

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OUR ASSOCIATES

PROUD PARTNERSHIPS. STRONGER TOGETHER.

We are honoured to be associated with leading federations, teams, and sporting platforms that inspire millions and strengthen the spirit of Indian sports.

NATIONAL FEDERATIONS



HOCKEY INDIA



BOXING FEDERATION OF INDIA



WRESTLING FEDERATION OF INDIA



INDIAN WEIGHTLIFTING FEDERATION



INDIAN CESTOBALL TEAM



HANDBALL FEDERATION OF INDIA



VOLLEYBALL FEDERATION



TENNIS ASSOCIATION



ROWING FEDERATION



GYMNASTICS FEDERATION

PROFESSIONAL TEAMS & PLATFORMS



ROUNDGLASS



SG PIPERS



SHRACHI TEAM



PUNERI PALTAN



PRO WRESTLING LEAGUE



GUJARAT GIANTS KABADDI



TAMIL THALAIVAS



PUNJAB FC



JSW GROUP

And Many more...



“ Every partnership strengthens our mission to **empower athletes** and **elevate Indian sports.** ”





FROM THE EDITOR'S DESK

AUGUST EDITION

This August, we celebrate the indomitable spirit of Indian sports and the incredible achievements of our athletes at the **Commonwealth Games (CWG)**.

From record-breaking performances to inspiring comebacks, our athletes continue to make every Indian proud on the global stage.

At Shiv-Naresh, we are honoured to be a part of their journey—providing the gear, support, and belief they need to chase greatness.

Behind every jersey, every victory, and every challenge lies one belief—**One Team. One Nation. Countless Dreams.**

Here's to more victories, more milestones, and a future that shines even brighter.

Thank you for being an integral part of the Shiv-Naresh family. Together, let's continue to elevate Indian sports to greater heights.



EDITOR

NITIN ARYA

Senior Sports Marketing Manager
Shiv Naresh Sports



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ON **PLAY STORE**

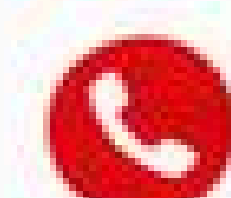


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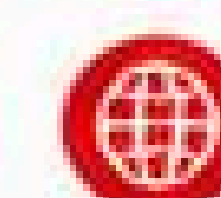
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