SHIV-NARESH

# NEWSLETTER

**SHIV NARESH SPORTS**

JUNE EDITION 2026

DESH KI VARDI

## *Remembering* Our Founders

The vision. The dedication. The legacy.
That started it all.



LATE SHRI
**R.K. SINGH**

FOUNDER

A Visionary. An Athlete. A Pioneer.

LATE SMT.
**KUSUM DEVI**

FOUNDER

The Strength Behind The Dream.
The Expert in Stitching.

STARTED WITH **₹ 20** SEWING MACHINE

NOW A COMPANY OF **₹280 CR+** (TURNOVER)

**5000+** RETAIL OUTLETS

**750+** EMPLOYEES

SHIV-NARESH

# A LEGACY CONTINUED

## Strong Leadership. Stronger Vision.

For **over 40 years,** Shiv–Naresh has stood for trust, quality and performance.

Under the dynamic leadership of **Mr. Shiv Prakash Singh** and **Mr. Deepak Singh,** this legacy continues with the same passion and a forward–looking vision.



**Mr. Shiv Prakash Singh**

Managing Director
**Shiv Naresh Sports**



**Mr. Deepak Singh (Naresh)**

Director
**Shiv Naresh Sports**




## GUIDED BY VALUES. DRIVEN BY PURPOSE.

- Commitment to Excellence
- Innovation in Every Step
- Quality You Trust
- Empowering Indian Athletes
- Building Global Partnerships
- Growing Stronger Together

> ***The same values that built Shiv–Naresh, continue to inspire the future.***

Together, we remain committed to our mission –
To make India a global sporting powerhouse.

SHIV-NARESH

# *From stitching garments to*
# shaping India's sporting identity.



**1987s**

**A Small Beginning**

₹20 sewing machine and a big dream.

**ATHLETE FIRST THINKING**

Built by an athlete, for athletes.

**QUALITY CRAFTSMANSHIP**

Strong stitching. Durable fabrics. Better fit.

**SPORTSWEAR ENGINEERING**

Better movement. Better comfort. Better performance.

**AFFORDABLE FOR EVERY ATHLETE**

Not just elite athletes. Sportswear accessible to Schools, Colleges, Academies & State Teams.

**INDIA'S TRUSTED SPORTSWEAR BRAND**

Proudly Indian. Trusted by millions. Worn with pride.




**₹280CR+**
TURNOVER

**5000+**
RETAIL OUTLETS

**750+**
EMPLOYEES

We didn't simply manufacture sportswear.
**We engineered performance, durability, and affordability for every Indian athlete.**

**35+** YEARS OF TRUST & LEGACY

ENGINEERED FOR PERFORMANCE. BUILT TO LAST.

QUALITY SPORTSWEAR AT PRICES THAT EMPOWER ATHLETES.

PROUDLY INDIAN. PRESENT IN EVERY CORNER OF INDIA.

WORN BY CHAMPIONS. TRUSTED BY GENERATIONS.

SHIV-NARESH

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# WHERE CHAMPIONS ARE CRAFTED

## The Factory Behind India's Sporting Dreams

Under the visionary leadership of Mr. Deepak Singh

**Every jersey. Every stitch. Every innovation begins here.**



At Shiv-Naresh, our factory is more than a manufacturing facility.

It is where ideas become innovations, fabrics become performance wear, and craftsmanship meets technology.

From designing sport-specific apparel to rigorous quality checks, every product is engineered with one goal:

**Helping athletes perform at their very best.**

### DESIGN
Every product begins with understanding the sport.

### ENGINEERING
Fabric selection based on performance requirements.

### CRAFTSMANSHIP
Precision stitching and manufacturing.

### QUALITY ASSURANCE
Every product is tested before reaching athletes.

### THE BACKBONE OF SHIV-NARESH

- Skilled Workforce
- Modern Manufacturing
- Sport-Specific Engineering
- Quality-Driven Processes
- Trusted Across India

### FROM FABRIC TO FINISH — EVERY DETAIL MATTERS

CUTTING → STITCHING → QUALITY CHECK → READY FOR PERFORMANCE

> ***Behind every champion is hard work, passion and precision.***
>
> From our factory to your game —
> Shiv-Naresh is built with dedication in every stitch.

SHIV-NARESH

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# 1ST INDIVIDUAL OLYMPIC GOLD MEDAL

## FOR INDIA WON BY

# ABHINAV BINDRA

## WILL ALWAYS REMAIN CLOSE TO OUR HEART.



**INDIA'S FIRST INDIVIDUAL OLYMPIC GOLD MEDALIST**



**OLYMPIC GOLD – BEIJING 2008**

A historic victory that inspired a billion Indians.



**A JOURNEY BUILT ON PRECISION & PERSEVERANCE**

Years of discipline, training and unwavering focus.



**A MOMENT OF PRIDE FOR THE NATION**

Redefining excellence in Indian sports.




**Shiv-Naresh is the first choice of Olympians.**

Proud to be worn. Proud to be trusted.

SHIV-NARESH

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# FABRIC COMPATIBLE WITH RESPECTIVE SPORTS

## ENGINEERED TO MATCH THE NATURE OF EVERY SPORT.

At Shiv-Naresh, we choose every fabric with purpose – so athletes can perform without limits and without worry.

### EVERY SPORT. DIFFERENT DEMANDS.

That's why every fabric is chosen with intent.

Right Fabric | Right Fit | Right Performance | Right Advantage

**THE RIGHT FABRIC MAKES THE DIFFERENCE.**




| ATHLETICS | HOCKEY | WRESTLING | BADMINTON |
|---|---|---|---|
| • Ultra-Lightweight<br>• Moisture Control<br>• Maximum Breathability | • Flexible Movement<br>• High Durability<br>• Quick Dry Comfort | • Stretch & Strength<br>• Sweat Management<br>• Durable Construction | • Lightweight Agility<br>• Enhanced Airflow<br>• Full Mobility |

## PERFORMANCE STARTS WITH THE RIGHT FABRIC

BREATHABILITY | MOISTURE MANAGEMENT | FLEXIBILITY | DURABILITY | COMFORT

### WHY ATHLETES TRUST SHIV-NARESH

- ✓ Sport-specific fabric selection
- ✓ Performance-tested materials
- ✓ Lightweight engineering
- ✓ Built for Indian conditions
- ✓ Trusted by Olympians & National Teams

*"When athletes stop worrying about their apparel, they can focus entirely on winning."*

SHIV-NARESH

# SHOP YOUR YOGA COLLECTION TODAY

**PERFORMANCE. COMFORT. EXCELLENCE.**
The Choice of Champions. **Trusted by Olympians.**

PREMIUM QUALITY | PERFECT FOR YOGA | COMFORT & FLEXIBILITY

ONLY **₹1,499**

MRP ~~₹3,097~~

**SAVE 52%**

**SHOP NOW →**




## DESH KI VARDI



Ultra Flex Sports Cap = ₹399



Clothing Set = ₹1,699



Non-Slip Yoga Mat = ₹899

**SCAN TO SHOP**
Instant. Easy. Secure.

100% ORIGINAL | SECURE PAYMENT | FAST DELIVERY

**MOVE WITH FOCUS. BREATHE WITH BALANCE. LIVE WITH STRENGTH.**
Gear up for your best self.

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*Shiv-Naresh Salutes*

# P.T. USHA

## THE QUEEN OF INDIAN TRACK & FIELD

*A Legend. An Inspiration. An Icon.*




### A SYMBOL OF DETERMINATION

P.T. Usha redefined Indian athletics with her relentless spirit, discipline and pursuit of excellence.

### HISTORIC ACHIEVEMENTS

Multiple Asian Games medallist and a trailblazer who put Indian track & field on the world stage.

### INSPIRING GENERATIONS

Her journey continues to motivate millions of young athletes to dream big and break barriers.

> *"Some athletes win medals.*
> *Some create a legacy that inspires millions."*

**QUEEN OF INDIAN TRACK & FIELD** | **MULTIPLE ASIAN GAMES MEDALLIST** | **A LEGACY THAT INSPIRED GENERATIONS**

***Shiv-Naresh is proud to stand with champions who inspire India.***

SHIV-NARESH

# SUMMER COLLECTION

**MADE FOR SUMMER. DESIGNED FOR PERFORMANCE.**

## Stay Cool. Stay Active. Stay Ahead.

Crafted with breathable fabrics and long-lasting quality, our collection keeps you cool, comfortable and energetic today and down the line.



**DESH KI VARDI**

**BREATHABLE FABRICS**
Advanced ventilation for lasting comfort.

**STAY COOL ALL DAY**
Moisture-wicking keeps you fresh.

**LONG-LASTING DURABILITY**
Premium quality that stays strong wash after wash.

**ENERGY THAT LASTS**
Lightweight performance to keep you going.

**YOUR SUMMER. YOUR STYLE. YOUR PERFORMANCE.**


T-SHIRTS


POLOS


SHORTS


TRACK PANTS


CAPS & MORE

**ENGINEERED FOR INDIAN SUMMERS**

- Sweat-wicking & quick dry
- UV protection
- Flexible for every move

**EXPLORE OUR SUMMER COLLECTION**

Scan to explore our full range

**PREMIUM QUALITY** You Can Trust

**LIGHTWEIGHT & FLEXIBLE**

**SWEAT-WICKING COMFORT**

**PERFECT FIT FOR EVERY MOVE**

**BUILT FOR PERFORMANCE**

## GEAR UP FOR A COOLER, STRONGER, BETTER YOU.

www.shivnaresh.in

SHIV-NARESH®

DESH KI VARDI

PROUD MOMENT FOR INDIA!

# BRONZE BUT BOLD

## INDIAN WOMEN'S U18 HOCKEY TEAM

**ON SECURING THE BRONZE MEDAL AT THE**

## /// U18 ASIA CUP 2026 ///




A remarkable display of skill, determination and team spirit. Your hard work and resilience continue to make the nation proud.

*Proud of your achievement.*
*You've inspired a billion dreams!*

ONE TEAM. ONE HEART.
BRONZE MEDAL. INDIA'S PROUD

SHIV-NARESH
Official Kit Partner
Indian Hockey Team

**ENGINEERED FOR EXCELLENCE**
Performance that drives champions.

**COMFORT THAT EMPOWERS**
Breathable fabrics for peak performance.

**TRUSTED BY CHAMPIONS**
Preferred by athletes who aim higher.

WELL PLAYED.
WELL DESERVED.
WELL DONE, CHAMPIONS!

ONE TEAM. ONE NATION. COUNTLESS DREAMS. BOUND FOR GREATER.

www.shivnaresh.in

SHIV-NARESH®

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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."*

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# FROM THE EDITOR'S DESK

## June Edition

As we conclude this edition, we reflect on a month that celebrated our founders, our athletes, our partners, and the people who make Shiv-Naresh what it is today.

From the legacy of Shri R. K. Singh and Smt. Kusum Devi to the achievements of India's sporting icons and rising champions, every story in this edition reflects our commitment to Indian sports.

Behind every jersey, every innovation, and every partnership lies a shared purpose — empowering athletes to perform with confidence.

We thank our customers, distributors, athletes, institutions, and partners for being a part of this journey.

Together, we continue to move forward with the same values that have guided Shiv-Naresh for decades — quality, trust, innovation, and national pride.


EDITOR
**NITIN ARYA**
Senior Sports Marketing Manager
Shiv Naresh Sports






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