

January 23, 2023

Amidst Growing Badminton Popularity, Yonex Opens New India Factory for Carbon Graphite Badminton Racquets



Yonex India Private Limited, the Indian subsidiary of Yonex Co., Ltd., will open a new factory in Bengaluru to begin the manufacturing of India-made full carbon graphite badminton racquets. Yonex India has been manufacturing steel and aluminum badminton racquets in Bengaluru since April 2017 and has experienced consistent growth alongside the growing popularity of badminton in India.

The new factory, scheduled to begin manufacturing this April, will be the second Yonex factory in India but of a much larger size with a factory floor over 8,000 square meters. The factory will operate to provide full carbon graphite racquets at scale, designed for performance-seeking badminton fans across the nation.

Badminton growth in India is speeding up, as top Indian shuttlers achieve remarkable results on the global professional circuit. In the most recent Thomas Cup in 2022, also known as the World Men's Team Championships, the India men's national team triumphed for the first time, bringing immense attention to badminton as well as great pride to the nation with the grand title.

It is Yonex's manufacturing philosophy to provide reliable, high quality products that meet the needs of the customer. With this being the core of "Made by Yonex" products, the new Yonex factory will further establish local Yonex manufacturing practices with the goal to stably deliver badminton racquets to the customers in India. With plans to triple the current manufacturing volume in three years, Yonex India hopes to become a dependable collaborator in supporting the growth of badminton in India.



About New Factory Profile

1. Factory Name

Yonex India Private Limited 2nd Factory

2. Business Description

Production of Badminton Racquets

3. Location

28-A KIADB Kumbalgodu, 1st Phase, Bengaluru, Karnataka 560074

4. Site Area

21,322 m²

5. Floor Area

8,346 m²

6. Factory Operation

April 2023 (Scheduled)

About Yonex Co., Ltd.

Yonex is a sporting goods brand widely known for its expertise in manufacturing carbon graphite goods, ranging from badminton and tennis racquets to golf clubs, snowboards, road bikes, and more. The Japan-based company believes an integrated line-up is required for the best product experience and therefore offers apparel, shoes, and accessories that support various aspects of one's sporting experience. Founded in 1946, Yonex has grown from a small woodworking shop in the countryside town in Niigata, Japan, to a craft- and innovation-driven company headquartered in Tokyo, supporting the athletic performance of everyday athletes and world-class athletes alike.

For more information, please visit our website: <https://www.yonex.com/>

Contacts

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