

**PNB MetLife**  
**JBC** | **JUNIOR  
 BADMINTON  
 CHAMPIONSHIP  
 2015**



**HUNT FOR  
 THE FUTURE  
 BADMINTON  
 STAR**

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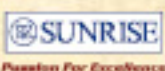
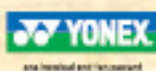
**SARA FOUNDATION (REGD.)**  
 (An organization for the promotion of sports)

**PROMOTING BADMINTON AT A GRASSROOTS LEVEL**

NGO PARTNER:



EQUIPMENT PARTNER:



SUPPORTED BY:





## Introduction

PNB MetLife is a joint venture between two financial conglomerates – MetLife, Inc. and Punjab National Bank (PNB). The company leverages the strengths of these two giants to create a strong and trusted insurance provider in India, offering customer access to global expertise, financial reliability and a wide range of products and services.

MetLife is the official title sponsor of the **Badminton World Federation (BWF) World Superseries** from 2014 to 2017. Taking forward MetLife's association with the sport, we at PNB MetLife, endeavour to promote professional badminton across India. Badminton is one of the fastest growing sports in the world, ranks among the top two most popular sports played in India, and ranks 4th as the most watched sport in the country. Few other sports are as multi-faceted as badminton, a well-balanced combination of performance excellence and passion; qualities which perfectly reflect PNB MetLife's brand and its values. Taking our BWF World Superseries association further, we are looking to promote the sport at a grassroots level and bring PNB MetLife's values of health and wellness to Indians and encourage family time, teamwork, fun and togetherness through several community initiatives under the national initiative – 'Play for Happiness'.

PNB MetLife Junior Badminton Championship (JBC) 2015 is an execution of accumulated ideas to inspire and showcase aspiring young talent all over the country. Through this action-packed tournament, we strive to provide a promising platform for growth to the ambitious badminton stars who aim to flourish in India's 2nd most participated sport. With a strong CSR leg to the whole programme, we are also seeking to identify talented children from economically backward backgrounds and help them train and give them an opportunity to build a career in this field.



PNB MetLife Junior Badminton Championship (JBC) 2015 brings forth our ambition to promote badminton at a grassroots level and provide a national platform to the young and aspiring talent to grow and develop into leading Badminton stars of tomorrow. We have introduced Under 9 and Under 11 categories in the tournament. This is happening for the first time ever in the history of Indian Badminton.

In Collaboration with SARA FOUNDATION, India's leading Organization for the promotion of sports, PNB MetLife Junior Badminton Championship 2015 has been an exciting journey of glory and grandeur.

This pioneering initiative has got full-fledged support of coveted Badminton authorities like Badminton World Federation and Badminton Association of India.

**The Badminton World Federation (BWF)** is the international governing body for the sport of badminton recognized by the International Olympic Committee IOC. Founded in 1934 with nine member nations, the BWF has now expanded to 176 member nations across the globe. Our association with BWF has opened up doors to a promising future for the budding badminton enthusiasts.

**Badminton Association of India (BAI)** is the governing body for Badminton in India. Formed in 1934, BAI has been holding national level tournaments in India since 1936. Badminton Association of India has 28 state members that conduct badminton tournaments all over the country. BAI is the highest badminton authority in India and our association with them has got us immense support from the much recognised badminton fraternity of the country.

APPROVED BY: 			 <small>(An organization for the promotion of sports)</small>
<b>PROMOTING BADMINTON AT A GRASSROOTS LEVEL</b>			
NGO PARTNER:  <small>Ensuring lasting change for children</small>	EQUIPMENT PARTNER:  <small>enjoyed and be proud!</small>  <small>Passion For Excellence</small>	SUPPORTED BY: 	



## Message from Tarun Chugh



On behalf of PNB MetLife, I warmly welcome you all to 'Hunt for the Future Badminton Stars'.

This is the second year of our association with the sport of badminton and we are excited to be partnering once again with BWF to be the title sponsor for this year's tournament, featuring many of the world's top elite badminton players. The India Chapter of the series, 'Yonex Sunrise India Open' will be held in Delhi at Sirifort Auditorium between March 24<sup>th</sup> and March 29<sup>th</sup>, 2015. Taking our BWF

World Superseries association further, we are promoting the sport at a grassroots level, bringing PNB MetLife's values of health and wellness to Indians, encouraging family time, teamwork, fun and togetherness through several community initiatives.

A key program has been the launch of 'PNB MetLife Junior Badminton Championship (JBC), 2015, a first of its kind national platform for children across different strata's to chase their dreams and provide an equal opportunity of being the future of Indian badminton. It has been launched in association with Sara Foundation, approved by Badminton Association of India (BAI) and supported by the Badminton World Federation (BWF). Sara Foundation is a Delhi based organisation involved in promoting sports at grassroots level in the country with support from PNB MetLife. Their mission is to make India, one of the biggest sporting nations on the globe and is committed towards its mission of promoting sports youngsters in various ways.

Tournaments have been held across India and 8 national winners will receive scholarships from PNB MetLife for further training. With over 2,000 young children in age group of 9-15 years having participated in the 'PNB MetLife Junior Badminton Championship (JBC), 2015, it has also been patronized by the badminton fraternity in the country and received positive coverage in the media. As part of the CSR programme, CRY - our NGO partner and Sara Foundation have been scouting for talent among the underprivileged communities. 16 talented underprivileged children have been identified through the zonal tournaments for a year-long scholarship at a popular Badminton Academy in their respective cities.

We are truly excited about this platform and hope to provide an opportunity to many young enthusiasts to build their careers in this sport. I am confident that next year we will see a bigger, better and more exciting PNB MetLife Junior Badminton Championship.

I also look forward to this year's MetLife BWF World Superseries. With some of the greatest players from across the world participating in this year's tournament, the Superseries promises to deliver great athleticism and heart-pounding action.

We look forward to your support in helping us promote Badminton at a grassroots level.

Regards,

**Tarun Chugh**

Managing Director & CEO  
PNB MetLife India Insurance Co. Ltd.



## Message from Sara Foundation



Dear Badminton Lovers,  
Greetings from SARA FOUNDATION!

Sara Foundation, a registered self-sustainable organisation holds the mission of making India the biggest sporting nation on the Globe. We are deeply engaged in scouting and promoting sports talent throughout the country and providing platform for sports prodigy to showcase their talent and get benefit.

We (Sara Foundation and PNB MetLife) have launched 'PNB MetLife Junior Badminton Championship (JBC), 2015

in India for school children to bring the youth of the country to the 'Main Sports Streamline' and stadia and other sporting facilities. To justify this initiative aptly, 'Hunt for the Future Badminton Stars', our main objective, is to identify, recognize, nurture and develop the selected sports prodigy from different categories which will help them in sports activities development and buttress the importance of mental and physical health. We are also giving scholarships that will motivate the students. The tournament was organised in four different zones (North-New Delhi, South-Bangalore, West-Mumbai, East-Kolkata) in February and March 2015. The grand finale (Inter Zonal) took place in New Delhi from 23<sup>rd</sup> to 25<sup>th</sup> March, 2015.

This talent hunt journey with PNB MetLife has been great as it has left a transformational impact for the coming generation of junior badminton players. For the first time in the history of Indian badminton at grassroots level, any multinational company (PNB MetLife) has come forward to support such an initiative in a bigger and better way. This shows the upcoming potentiality of Indian badminton for future.

Support from Badminton Association of India (BAI) and Badminton World Federation (BWF) has been truly great and indispensable for this journey. Without their support, it would not have been at such a large scale. We would like to thank MetLife Foundation and YONEX-SUNRISE for supporting us as equipment partners, CRY for their support as our NGO partner, State and District badminton associations, media, parents, schools and academies, coaches and all other support partners for all their co-operation.

PNB MetLife Junior Badminton Championship (JBC), 2015 will be remembered as a revolution because of its responses and varieties at grassroots level where-in children (including underprivileged) from different schools/academies, not only played the sport but also saw a milieu of top Indian players watching these youngsters perform at the various levels and sharing their experience with the participants. It also opened doors for underprivileged children and many more who normally don't get a chance to play. We see an opportunity in furthering this noble cause and would very much look forward to a long and sustained association with all the stake holders of this game.

Our sports administrators and other sports bodies have made an effort to reach out to budding sports prospects at villages and block levels and inform them about the facilities that are available to all. We, through this initiative, would urge the sports administrators, federations, institutions and other stake holders to launch a 'sustained awareness campaign' to bring young talent to the stadia and other sporting facilities and opportunities. We would urge professionals to be a part of this journey and come forward to design the campaign and carry out the back-end research that is required for the process. Indeed, individual, institution and corporate organizations have a key role in the promotion of sports in the country and in shaping global champions. Such an initiative is the stepping stone towards making India the biggest sporting nation on the globe.

We thank you all for all your support and urge to come forward and guide us and also bring more and more people to this domain and for being a part of this historic badminton movement.

**Sports persons never loose. They either win or learn.**



Amrita Dalela

Chairperson  
SARA FOUNDATION





## **In support of PNB MetLife Junior Badminton Championship 2015**

The acknowledged Badminton fraternity of India offered immense support for the first ever PNB MetLife Junior Badminton Championship (JBC), 2015 .



“ It is great that PNB MetLife and Sara Foundation have come about to think of this wonderful event. The last few years have been fantastic for Indian Badminton and I am sure that with tournaments like these, this sport has a lot of places to go. ”

**Pullela Gopichand**  
Former All England Badminton Champion  
and International Indian Badminton Player

“ It is a great initiative. Our country now has a promising platform for young badminton aspirants to fulfil their dreams. ”

**U. Vimal Kumar**  
Former International Indian Badminton player  
and Saina Nehwal's coach





**Saina Nehwal**  
International Indian Badminton Player  
Ranked No. 1 by BWF



**Ashwini Ponnappa**  
International Indian Badminton Player

“ It is really amazing to see such a big platform for the young juniors. The current situation of the junior players might be lacking behind the seniors, so this a really good platform for them to get the requisite exposure they will need to play in the international circuit. ”

**Prannoy H.S.**  
International Indian Badminton Player



“ I am really impressed with this initiative. We have a lot of upcoming players at the international level and it's a great time even for the juniors and youngsters to capitalize on this wonderful opportunity presented by PNB MetLife. ”

**Tanvi Lad**  
Rank 2, India, Women's Singles

“ Organizing such events will be really helpful for the children to take up badminton competitively. ”

**Sayali Gokhale**  
Rank 3, India, Women's Singles





## Corporate Social Responsibility at PNB MetLife

It is our ambition to support the cause of education and development of underprivileged children. Partnering with **CRY & Sara Foundation**, we have capitalized several such initiatives, thus enriching lives of 12,000 children. PNB MetLife Junior Badminton Championship 2015 (JBC) provided scholarships to 16 chosen underprivileged children, thereby giving wings to their dream of becoming renowned Badminton Stars of tomorrow.

**The selected students this year are:**

### South Zone

**Name:** Anup Amrithan

**Father's Name:** Late R. Satish

**Mother's Name:** S. Lalitha

**Age:** 9 years

**Profile:** Anup is the son of Late Mr. R. Satish and Mrs. S. Lalitha. His father was an Assistant Badminton Coach at Mysore who unfortunately expired in a road accident last year and his mother is working as a Sales Woman in a boutique. Striving to fulfil his father's dream of making him the future Badminton star, Anup endeavours to grow and succeed in his beloved sport.

**Name:** Apoorva. A.

**Father's Name:** Anand. V.

**Mother's Name:** Anitha Anand

**Age:** 11 Years

**Profile:** Apoorva is daughter of Mr. Anand. V. and Mrs. Anitha Anand. Her father is working as a Freelancer Photographer on a small assignment. Anitha is an ambitious student with numerous dreams to fulfil.





**Name:** Likith Raj. R.  
**Father's Name:** Ramesh. A. L.  
**Mother's Name:** Sumangala  
**Age:** 7 Years

**Profile:** With dreamy eyes and an ambition to succeed, Likith is a dedicated school going child of Mr. Ramesh. A. L. and Mrs. Sumangala. His father is an Auto Driver and to supplement his earnings, Mrs. Sumangala works as peon in a private school. Likith and his family share a common dream of seeing him play for the nation.

**Name:** Pranav B.  
**Father's Name:** Balaraju. J.  
**Mother's Name:** B. N. Shilpa Raj  
**Age:** 9 Years

**Profile:** Pranav is the only child of Mr. Balaraju. J. and Mrs. B. N. Shilpa Raj. His father is the sole bread earner for the family. He is a Photographer by profession, but faces difficulty in getting regular assignments. Pranav aspires to become a renowned badminton star of his generation.



## North Zone

**Name:** Vikas Yadav (Nikhil)  
**Father's Name:** Ayodhya Prasad Yadav  
**Mother's Name:** Ram Shree Devi  
**Age:** 11 years

**Profile:** Vikas is the son of Mr. Ayodhya Prasad Yadav and Mrs. Ram Shree Devi. Vikas and his parents have several dreams to accomplish and one of them is to make Vikas a leading Badminton Star of tomorrow.

**Name:** Aadhar Bhardwaj (Arjun)  
**Father's Name:** Devender Kumar Sharma  
**Mother's Name:** Anju Sharma  
**Age:** 9 years

**Profile:** Aadhar is a student of class IV, studying in the Great Way Public School. His father Mr. Devender Kumar Sharma is employed in a personal occupation. Aadhar and his family have high aspirations of him becoming the future Badminton Star of India.

**Name:** Vansika Bidhury  
**Father's Name:** Raju Bidhury  
**Mother's Name:** Anju  
**Age:** 11 years

**Profile:** Daughter of Mr. Raju Bidhury, who is a driver by occupation, Vansika is an ambitious student with high hopes and aspirations.

**Name:** Pankaj  
**Father's Name:** Sh. Dharampal Singh  
**Mother's Name:** Bala Devi  
**Age:** 11 years

**Profile:** An enthusiastic kid with a hope-filled heart, Pankaj dreams of being recognized as a popular badminton player across the globe.



## West Zone

**Name:** Anuj Ramjanma Yadav  
**Father's Name:** Ramjanma Yadav  
**Age:** 8 years

**Profile:** Anuj is son of Mr. Ramjanma Yadav, who is a truck driver by profession. Anuj and his family share a single dream and that is to witness him play for the nation.



**Name:** Ritesh Manoj Pal  
**Father's Name:** Manoj Pal  
**Age:** 8 years

**Profile:** Son to a Panipuri Vendor, Ritesh aspires to become a successful badminton player. This family holds very high ambitions of accomplishing success.

**Name:** Amit Saroj Yadav  
**Father's Name:** Saroj Rajmani Yadav  
**Age:** 8 years

**Profile:** Amit is a hardworking student who wishes to become a global name in the world of Badminton. His father, who is a Flour Mill Operator, is putting in great effort to support his son's dreams and aspirations.

**Name:** Prajwal Sonawane  
**Father's Name:** Sanjay Sonawane  
**Mother's Name:** Anita Sonawane  
**Age:** 9 Years

**Profile:** Prajwal is already a shining star in the flourishing arena of Badminton. Son to a driver, he has kick-started a successful career by winning several badminton titles across his region. Prajwal is a District champion in Boys Singles Under 10 category from last two years. This ambitious kid and his hard working father have high aspirations of building a promising future for Prajwal, who finds a successful Badminton Star in himself.

## East Zone

**Name:** Kausik Paul

**Father's Name:** Nilkamal Paul

**Age:** 13 years

**Profile:** Kausik is a sincere student in school. His family wishes to see him become one of the renowned badminton players across the world.



**Name:** Arijit Chattopadhyay

**Father's Name:** Ajay Chattopadhyay

**Age:** 14 years

**Profile:** With a heart filled with hope and determination, Arijit endeavors to flourish and grow in his beloved sport, Badminton.

**Name:** Hanfi

**Father's Name:** Md. Rieyazuddin

**Age:** 13 years

**Profile:** Hanfi loves to write and paint. He has performed well at his school and enjoys the company of educated peer, in spite of the conducive environment he resides at. His family aspires to witness Hanfi grow as a successful badminton player of his generation.

**Name:** Saima Abid

**Father's Name:** Abid Hussain

**Age:** 14 years

**Profile:** Saima is still exploring but her current ambition is to become a police officer or a doctor. She has already won a competition in Painting at Art for CRY. Saima's parents dream of making her the best badminton player of her generation.

## Offering support to World's leading Badminton Champion!



**B. Anand Kumar**  
International Paralympic Badminton Player  
(World No. 2 in 2013) and Ekalavya Awardee for 2014

When stars shine, the sky is illuminated. Bringing forth this gleaming talent to the forefront, **PNB MetLife is honoured to offer its wholehearted support for Mr. B. Anand Kumar, World's renowned paralympic champion, ranked No. 2 in 2013 and an Ekalavya Awardee for 2014.** We are delighted to support his training for the upcoming championship in Spain.

Anand is undoubtedly one of the most treasured gems of the entire Indian sports fraternity. Kick-starting his career at the age of 19, Anand has struggled his way to success through sheer talent and dedication. With such massive potential, Anand holds a simple yet effective mantra for life and that is, 'hardwork and perseverance surpass disability'.

This talented champion is one of the brand ambassadors for PNB MetLife Junior Badminton Championship 2015 and will be mentoring the winners in Bangalore. Anand will also coach the 4 underprivileged talented kids chosen from Bangalore in his academy with support from PNB MetLife.

It is our complete delight to be associated with this kind-hearted storehouse of talent. We are certain to create several milestones together in the history of Badminton.

# Journey of JBC 2015



← JBC Launch Press Conference-held in Mumbai and Bangalore on 4<sup>th</sup> and 9<sup>th</sup> February respectively.



1<sup>st</sup> Zonal event- North Zone qualifier matches were held in Thyagaraj Stadium in New Delhi from 3<sup>rd</sup> to 6<sup>th</sup> February, 2015.

2<sup>nd</sup> Zonal event - South Zone qualifier matches were held in Karnataka Badminton Association (KBA), Jasma Bhawan in Bangalore from 10<sup>th</sup> to 13<sup>th</sup> February, 2015.



3<sup>rd</sup> Zonal Event- The West Zone qualifier matches were held in Goregaon Sports Club, Mumbai from 3<sup>rd</sup> to 5<sup>th</sup> March, 2015.



4<sup>th</sup> Zonal Event - East Zone qualifier matches were held in Kolkata Sai Sports Complex, Kolkata from 17<sup>th</sup> to 20<sup>th</sup> March, 2015.



PNB MetLife JBC's CSR initiative - We have taken responsibility of providing scholarships to 16 underprivileged children from all the four zones.

The Grand Finale - This incredible journey of action-packed performances ended with the finale that was held from 23<sup>rd</sup> to 25<sup>th</sup> of March, 2015 at Thyagaraj Stadium, New Delhi.

## Press Conference, Mumbai

**Date:** February 4<sup>th</sup>, 2015

**Venue:** The Taj Mahal Palace Hotel, Mumbai

The tournament kick-started with a Launch Press Conference in Mumbai.

The conference was witness to insightful knowledge sharing by founders and supporters of the first ever PNB MetLife Junior Badminton Championship (JBC).





## Panelists



**Tarun Chugh**  
Managing Director  
and CEO, PNB MetLife  
India Insurance Co. Ltd.

PNB MetLife is launching the hunt for the future Badminton Star of India. We have taken it as a pledge to promote badminton at various grass-root levels in India. Being an inclusive sport that appeals all genders, age group and nationalities, We at PNB MetLife, have taken upon ourselves to popularize Badminton in India.

As a brand, we co-relate fiscal fitness with physical fitness - To remain physically fit one needs to be active in sports and remain disciplined and same is the case with fiscal fitness.

With this initiative, we are intending to reach approximately 1000 badminton academies and 3000 schools across the country.

JBC is not just an event, it is a revolution. The whole system at the grassroots level in our country has been revolutionized. It is for the first time in India that any multinational company has come forward to support such a novel initiative.

The entire event is being organized by using Tournament Software, an international mode of having all tournament draws and fixtures. Also, this is a BAI approved event and all its details are available on the BAI website as well.

We have introduced online registration for the first time in the country. This allows the parent to register his or her child from any corner of the world within a few seconds and through a hassle-free process.



**Ashish Kumar**  
Director, Sara Foundation



## Panelists

“ PNB MetLife and CRY have been working together towards the education and development of underprivileged children. Currently PNB MetLife is supporting CRY initiatives in J&K and Karnataka, thus enriching lives of 12,000 children.

We are absolutely delighted to be part of this initiative by PNB MetLife. We will be tracking the progress and provide reports of all the underprivileged children selected in this program by PNB MetLife. ”

“ I started my journey when I was 19 years of age and struggled to get recognized. I am delighted to see that corporate companies like PNB MetLife have come forward to support badminton and promote young talent. It is the first time in the history of badminton that under 9 and under 11 categories are being introduced.

I would also like to thank PNB MetLife for offering their support to me for the World Paralympic Championship in Spain this year. ”



▲  
Ms. Kreanne Rabbadi  
Regional Director West,  
CRY Foundation



▲  
B. Anand Kumar  
International Paralympic  
Badminton Player (World No. 2 in 2013)  
and Ekalavya Awardee for 2014

# Press Conference, Bangalore

**Date:** February 9<sup>th</sup>, 2015

**Venue:** Karnataka Badminton Association, Bangalore



# JB PRESS MEET

Karnataka Badminton Association 10<sup>th</sup> - 11<sup>th</sup> February, 2015



# JBC in News

With rising buzz and action of the tournament, PNB MetLife Junior Badminton Championship 2015 grabbed immense attention of the Media.

Here is a glimpse of the massive Press Coverage:



Publication: Brand Equity-ET, Delhi  
Date: February 11, 2015

## Happy Or Sad, Not Sure

Amil Bopara

**P**NB MetLife, a leading life insurance company, recently announced its association with Charles M. Nelson's iconic character Snoopy for the PNB MetLife Junior Badminton Championship. The Hong Kong based MetLife has been associated with the character for many years in other markets, including India in one of its previous avatars, Commercial Union Assurance (Cora) category. "Associating my iconic character Snoopy (Cora) category) as people do not necessarily remember a child ad." Snoopy has all the right attributes - it is trusting, approachable and happy. It also sets the stage for a debate raging between insurance brands who are adopting these fun + vibrant world of children's associations in their marketing strategies.



Publication: Veer Arjun, Delhi  
Date: February 10, 2015



Publication: Hindustan, Delhi  
Date: February 10, 2015

### JUNIOR BADMINTON FROM TODAY

**Bengaluru:** The South Zone leg of the junior badminton championships will be held at the Karnataka Badminton Association from Tuesday. The tournament which has four legs will see around 900 players vying for the top honours. Players from Andhra Pradesh, Karnataka, Kerala, Pondicherry, Lakshwadeep, Tamil Nadu and Telangana have registered for the three-day event. The tournament includes under-9, under-11, under-13 and under-15 categories. The quarterfinalists from each category will qualify for the finale in New Delhi. Eight children across different age-groups will be awarded scholarships for training in a badminton academy.

Publication: Deccan Chronicle, Karnataka  
Date: February 10, 2015

Publication: Deccan Herald, Bangalore  
Date: February 11, 2015

### Rocky enters semis

Praraj starts top seed Vishnu in boys U-15





"PVB Men's Junior Badminton Championship" eight South Zone winners were felicitated by senior executives of Prajva National Bank. The Bank's Sanyogya, Executive Director, Mr. Rajendra Reddy, FCN, Mr. Venkatesh DGM, Mr. Anandh Mohan, Circle Head along with Mr. MGS Phaneas, Executive Director PNB Mar 1.0. Four scholarships were given to talented children from economically backward background to help them pursue their training in badminton. The event was organized in association with Yara Foundation, supported by Badminton World Federation (BWF) and approved Badminton Association of India (BAI). The PVB Men's Junior Open Badminton Championship was being held at Karnataka Badminton Academy from February 08-15, 2015. The tournament, organized by the Yara Foundation, was open to players under the age group 9, 11, 13 and 15 years. Players were eligible to play in two age categories (Boys and Girls). The championship will be held in all four zones (East, West, North and South).

Publication: Trinity Mirror, Chennai  
Date: February 17, 2015

Publication: Surya, Hyderabad  
Date: February 17, 2015

**ತುಮಕಾರ್, ತನ್ಮಾ, ನಿಧಿಗೆ 2ನೇ ಸ್ಥಾನ**  
 ಕರ್ನಾಟಕ ರಾಜ್ಯದ ತುಮಕಾರ್, ತನ್ಮಾ ಮತ್ತು ಪೆಂಚಿನ್ ಪಂದಿಗಳಲ್ಲಿ ಮೊದಲ ಮತ್ತು ಎರಡನೇ ಸ್ಥಾನಗಳನ್ನು ಗಳಿಸಿದರು. ತುಮಕಾರ್ ಪಂದಿಯಲ್ಲಿ ತನ್ಮಾ ಎರಡನೇ ಸ್ಥಾನವನ್ನು ಗಳಿಸಿದರೆ, ನಿಧಿಗೆ ಎರಡನೇ ಸ್ಥಾನವನ್ನು ಗಳಿಸಿತು. ಈ ಪಂದಿಗಳಲ್ಲಿ ತುಮಕಾರ್ ಮತ್ತು ಪೆಂಚಿನ್ ತಂಡಗಳು ಮೊದಲ ಮತ್ತು ಎರಡನೇ ಸ್ಥಾನಗಳನ್ನು ಗಳಿಸಿದವು. ಈ ಪಂದಿಗಳಲ್ಲಿ ತುಮಕಾರ್ ತಂಡದ ಸದಸ್ಯರಾದ ತನ್ಮಾ ಮತ್ತು ನಿಧಿ ಈ ಸಂದರ್ಭದಲ್ಲಿ ಮೊದಲ ಮತ್ತು ಎರಡನೇ ಸ್ಥಾನಗಳನ್ನು ಗಳಿಸಿದರು.

Publication: Navbharat Times, Mumbai  
Date: March 5, 2015

**ಬ್ಯಾಡ್ಮಿಂಟನ್: ಅಕ್ಷಯ್ ಶುಭಾರಂಭ**

ಬ್ಯಾಡ್ಮಿಂಟನ್ ಪಂದಿಗಳಲ್ಲಿ ಅಕ್ಷಯ್ ಶುಭಾರಂಭ ಮಾಡಿದರು. ಈ ಸಂದರ್ಭದಲ್ಲಿ ಅವರು ಮೊದಲ ಸ್ಥಾನವನ್ನು ಗಳಿಸಿದರು. ಈ ಪಂದಿಯಲ್ಲಿ ಅವರು ತನ್ನ ಸಾಮರ್ಥ್ಯವನ್ನು ಪ್ರದರ್ಶಿಸಿದರು ಮತ್ತು ಮೊದಲ ಸ್ಥಾನವನ್ನು ಗಳಿಸಿದರು. ಈ ಸಂದರ್ಭದಲ್ಲಿ ಅವರು ತನ್ನ ಸಾಮರ್ಥ್ಯವನ್ನು ಪ್ರದರ್ಶಿಸಿದರು ಮತ್ತು ಮೊದಲ ಸ್ಥಾನವನ್ನು ಗಳಿಸಿದರು.



Publication: Prajavani, Karnataka  
Date: February 11, 2015



ಈ ಸಂದರ್ಭದಲ್ಲಿ ಮಕ್ಕಳಿಗೆ ಬ್ಯಾಡ್ಮಿಂಟನ್ ಪಂದಿಗಳನ್ನು ಆಡಲು ಅವಕಾಶವಾಯಿತು. ಈ ಸಂದರ್ಭದಲ್ಲಿ ಮಕ್ಕಳಿಗೆ ಬ್ಯಾಡ್ಮಿಂಟನ್ ಪಂದಿಗಳನ್ನು ಆಡಲು ಅವಕಾಶವಾಯಿತು.

**Tough draw for Indian shuttlers**  
 Indian shuttlers will face a tough draw in the upcoming badminton tournament. The tournament is expected to be highly competitive and challenging for the Indian players.

Publication: Times of India, Mumbai  
Date: March 3, 2015

**ಪೀಠನಿ ಮೆಟ್ರಾಫ್ ಜಿ. ವೆಡ್ಜಿಂಗ್ ಗ್ರಾಫ್**  
 ಪೀಠನಿ ಮೆಟ್ರಾಫ್ ಜಿ. ವೆಡ್ಜಿಂಗ್ ಗ್ರಾಫ್ ಪಂದಿಯಲ್ಲಿ ತುಮಕಾರ್ ತಂಡವು ಮೊದಲ ಸ್ಥಾನವನ್ನು ಗಳಿಸಿತು. ಈ ಪಂದಿಯಲ್ಲಿ ತುಮಕಾರ್ ತಂಡವು ತನ್ನ ಸಾಮರ್ಥ್ಯವನ್ನು ಪ್ರದರ್ಶಿಸಿತು ಮತ್ತು ಮೊದಲ ಸ್ಥಾನವನ್ನು ಗಳಿಸಿತು.



Publication: Navbharat Times, Mumbai  
Date: March 3, 2015



ಈ ಸಂದರ್ಭದಲ್ಲಿ ಮಕ್ಕಳಿಗೆ ಬ್ಯಾಡ್ಮಿಂಟನ್ ಪಂದಿಗಳನ್ನು ಆಡಲು ಅವಕಾಶವಾಯಿತು. ಈ ಸಂದರ್ಭದಲ್ಲಿ ಮಕ್ಕಳಿಗೆ ಬ್ಯಾಡ್ಮಿಂಟನ್ ಪಂದಿಗಳನ್ನು ಆಡಲು ಅವಕಾಶವಾಯಿತು.

Publication: Kannada Prabha, Bangalore  
Date: February 17, 2015

**ಪೀಠನಿ ಮೆಟ್ರಾಫ್ ಜ್ಯುನಿಯರ್ ವೆಡ್ಜಿಂಗ್ ಸರ್ಕಿ ಅಜಯಾಸುನ**  
 ಪೀಠನಿ ಮೆಟ್ರಾಫ್ ಜ್ಯುನಿಯರ್ ವೆಡ್ಜಿಂಗ್ ಸರ್ಕಿ ಅಜಯಾಸುನ ಪಂದಿಯಲ್ಲಿ ತುಮಕಾರ್ ತಂಡವು ಮೊದಲ ಸ್ಥಾನವನ್ನು ಗಳಿಸಿತು. ಈ ಪಂದಿಯಲ್ಲಿ ತುಮಕಾರ್ ತಂಡವು ತನ್ನ ಸಾಮರ್ಥ್ಯವನ್ನು ಪ್ರದರ್ಶಿಸಿತು ಮತ್ತು ಮೊದಲ ಸ್ಥಾನವನ್ನು ಗಳಿಸಿತು.



Publication: Prahaar, Mumbai  
Date: March 3, 2015





## North Zone

It was North Zone that saw the grand opening of PNB MetLife Junior Badminton Championship 2015 (JBC) with over **718 entries in the tournament.**

**Date:** 3<sup>rd</sup> to 6<sup>th</sup> February, 2015

**Venue:** Thyagaraj Stadium, New Delhi







## South Zone

The South Zone was witness to a high celebrity quotient as the opening ceremony was conducted by India's most renowned Badminton Stars, **Sania Nehwal** and **Ashwini Ponnappa**. The tournament from here, took over to the next level of popularity and success with **entries increasing to over 903!**

**Date:** 10<sup>th</sup> to 13<sup>th</sup> February, 2015

**Venue:** Karnataka Badminton Association, Bangalore









## West Zone

The remarkable momentum of this exciting series could be seen in West Zone matches as well. Talented participants showcased immense enthusiasm and outstanding performances. The tournament had **465 entries in the West Zone.**

**Date:** 3<sup>rd</sup> to 5<sup>th</sup> March, 2015  
**Venue:** Goregaon Sports Club







## East Zone

Last but not the least, the East Zone had its own story of enthusiastic participation with **450 entries** and **remarkable victories**.

**Date:** 17<sup>th</sup> to 20<sup>th</sup> March, 2015

**Venue:** Kolkata Sai Sports Complex, Kolkata





## Capturing smiles with Snoopy





## Priceless Impressions

The most treasured element of PNB MetLife Junior Badminton Championship 2015 (JBC) were the smiling faces of all participants and their parents. Here is what the budding stars and their families had to say:

“ We had fun playing the game. Kids are enjoying. If you do it every year it will be a good opportunity for them. The tournament has been organized quite well, there is no delay, everything is running on time. It's really nice. ”

Lakshmi & Family



“ We are blessed because this is happening here in Bangalore. Normally, we have to travel to a different place. It is definitely a good chance to meet people from all over the south. Surely, one of the best tournaments I've ever seen. We have Saina and Ashwini Ponnappa playing in the same academy and they are all icons for our kids. I am sure we are going to beat the Chinese very soon! ”

Mr. Suveer & his son Tushar

“ For youngsters, it is always under 13 or under 15, primarily for nationals. Very rarely do we see under 9 and under 11 tournaments happening. A new exposure. An excellent experience for youngsters in these categories. We enjoyed the courts, the ambience and of course seeing Saina and Ashwini in person, their training methods are an inspiration for children. PNB MetLife should conduct this every year so that a lot of small kids can come and participate. ”

R. Naveen, Pavithra & Coach Anthony





“ We didn't expect such an awesome experience over here. This is the first time our kids are playing in an under 9 tournament. It is a very good opportunity for small kids as usually it is only elder players who get opportunities to play in tournaments. ”

Prakash and family



“ My brother is getting a very good experience here. It is his dream to become a successful Badminton player. I've just come today to watch the game. Competition is tough, I saw my brother's game, the other player was also very good. Badminton has become much better than before. There weren't so many tournaments earlier so this surely is a great opportunity for aspiring badminton players like my brother. ”

Shreya Gupta



“ I love Badminton because it is a good game. I have been playing since my childhood. The tournament is good. All children from all over Bengaluru came to see the tournament. It's my dream to become a Badminton Star. ”

Suhani



“ We are playing in the under 9 category and we are very happy to be here. The atmosphere is very nice. It's a huge platform as the quarterfinalists will go to Delhi and that's really wonderful. A good opportunity for kids. ”

Channa Keshav and family



# Motivation for the Eager Beavers!

The National Badminton team of India came forward in support of our initiative and spoke some encouraging words for the young and aspiring participants. Here is what they had to say...



“ I wish all the players all the very best and I hope to see many future champs come and showcase their talent in this wonderful event. ”

**Pullela Gopichand**  
Former All England Badminton Champion  
and International Badminton Player

“ I wish the organizers and participants the very best. Looks like badminton has a great future. ”

**Tanvi Lad**  
Rank 2, India, Women's Singles



“ I wish good luck to all the players. Winning loosing doesn't matter, make sure you are trying hard. ”

**Nanda Gopal**  
Rank 2 India, Men's Doubles

“ This is a large scale event, I thank the organizers for it. I wish all juniors the very best for this tournament. It will be a good experience for them all. ”

**Sameer Verma**  
Rank 1 India, Men's Singles



“ I am looking forward to a great tournament and a wonderful exposure ahead. Good luck to the juniors, give it your best shot! ”

**Arundhati Pantawane**  
Rank 4 India, Women's Singles

## Meet and Greet

Celebrating the action-packed journey of PNB MetLife Junior Badminton Championship (JBC), 2015, the triumphant qualifiers for the Grand Finale got an opportunity to Meet and Greet the renowned Badminton stars of BWF. Showcasing an iconic interaction between the present and future, the Meet and Greet Session was witness to immense excitement and delight amongst the eager beavers.

Marking the grand beginning of JBC 2015 finals, this exclusive meet was organized by PNB MetLife on 23<sup>rd</sup> March, 2015 at Thyagaraj Stadium in New Delhi. Along with the much acknowledged badminton celebrities and ambitious finalists, some very important personalities like the Honourable Deputy Chief Minister of New Delhi Shri. Manish Sisodia, were also present at this interactive session.

**The esteemed attendees of this exclusive Meet and Greet session were:**

- Mr. Tarun Chugh - MD & CEO, PNB MetLife India Insurance Co. Ltd.
- Shri Manish Sisodia, Honorable Deputy Chief Minister of Delhi (Chief Guest for the Function)
- Ms. Saina Nehwal, Star Indian Badminton Player
- Mr. Anand Kumar, India's Top Para Olympic Player
- BWF representative
- Mr. Krishna Thacker, MetLife Foundation
- Mr. Ashish Kumar – Director, Sara Foundation
- Ms. Anita, CRY

“ I congratulate all the JBC champions and their parents for being a part of such a grand event. ”

Shri Manish Sisodia  
Honourable Deputy Chief Minister  
of New Delhi



“ Badminton is growing fast. I am sure, that one day many of the JBC participants will take this sport to the helm. ”

Tarun Chugh  
Managing Director and CEO, PNB MetLife  
India Insurance Co. Ltd.

“ I am sure that I will see many champions coming from PNB MetLife JBC 2015. I congratulate PNB MetLife for conducting this event. ”

Saina Nehwal  
International Indian Badminton Player  
Ranked No. 1 by BWF





# The Grand accomplishment of Great victories!

The exhilarating journey of PNB MetLife Junior Badminton Championship 2015 closed with an exciting grand finale in New Delhi. It was inspiring to watch the young juniors compete with a sturdy sporting spirit and come out as triumphant winners. Kudos to all the participants!

The Grand Finale of PNB MetLife Junior Badminton Championship 2015 saw the presence of renowned personalities from various walks of life. Honourable chief guests of the event were:

- **Dr. Jaswinder Singh - Principal, Khalsa College**
- **Dr. Ritu Saxena - Officer on special duty to health minister**
- **Ms. Bhavya Rishi - Youngest women champion at the age of 15 years from New Delhi**
- **Mr. Sanjeev Rishi - 3<sup>rd</sup> Generation Sportsman**

The most delighting moment of the finale however, was the declaration of proud winners who were acknowledged for their remarkable performances and efforts. The Hunt for Future Badminton Stars got over with the recognition of these champions:

Age Group	Boy Winners	City	Girl Winners	City
Under 9	Neer Nehwal 21-15, 23-21, 21-13	Uttar Pradesh	Vartika Singh 21-14, 21-11	Uttarakhand
Under 11	Anmol Joon 12-21, 21-19, 21-14	Delhi	Tasnim Mir 22-20, 22-11	Gujarat
Under 13	Siddhant Gupta 21-11, 21-19	Tamil Nadu	Aarya Deshpandey 21-13, 14-21, 21-18	Maharashtra
Under 15	Dhruv Rawat 17-21, 21-11, 21-18	Uttarakhand	Aakarshi Kashyap 22-20, 21-15	Madhya Pradesh

The very first PNB MetLife Junior Badminton Championship presented exciting Awards and Prize Monies to the winners as recognition of their exemplary talent.



## ZONAL LEVEL PRIZE MONEY:

PRIZE MONEY FOR SINGLE EVENTS UNDER 9 AND 11 - BOYS/GIRLS	
Rank	Prize Money
Winners	Rs. 10,000/-
Runners up	Rs. 5,000/-
Semi Finalists	Rs. 2,500/-

PRIZE MONEY FOR SINGLE EVENTS UNDER 13 AND 15 - BOYS/GIRLS	
Rank	Prize Money
Winners	Rs. 15,000/-
Runners up	Rs. 7,500/-
Semi Finalists	Rs. 3,750/-

Other attractive awards and prizes were given to Singles winners, Runners up and Semi Finalists (3<sup>rd</sup> Position)

Consolation prizes were presented to Quarter Finalists. All participants were given participation certificates.

**PRIZE MONEY FOR GRAND FINALE: RS. 1,00,000/-  
TO EACH CATEGORY WINNER!**

This year has marked the beginning of a new chapter in the history of World Badminton. We are together heading towards creating milestones of success for the future Badminton stars of India.





**THE PROUD WINNERS OF  
PNB METLIFE JUNIOR BADMINTON CHAMPIONSHIP 2015!**



**PNB MetLife Junior Badminton Championship (JBC)  
will be back with a bang!**

**Bigger...**

**Better...**

**Beaming with Victory!**



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