

Japanese golf equipment brand opens store in city

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GURGAON: The Japanese manufacturing brand of golf clubs — XXIO — launched its exclusive store at DT Mega Mall on Friday.

The company's managing director Matt Yasumoto said

they had decided to open a store in the city due to the presence of a large number of expats.

"Many Japanese and Koreans are working in MNCs in Gurgaon and are avid golfers. Every weekend, they play golf in the afternoon with their families," said Yasumoto.

XXIO is the Indian branch of

Srixon Sport Asia — a premium golf brand in Japan.

"The Japanese prefer to buy their national brands instead of a foreign one. Moreover, we are selling golf equipment at much lower rates," said Rahul Khanna, owner of Karma, official distributor of XXIO, Srixon Sports Asia.

The opening of a golf equipment store in the city gains importance as Gurgaon has eight golf courses, the major ones being DLF Golf and Country Club, Golden Greens Golf and Resorts and Tarudhan Golf Course. Yasumoto said golf was a status symbol in Japan and Korea too.