



Top Japanese premium golf brand, XXIO Clubs, launched in India

By Deepak Arora



GURGAON, March 22: Much to the delight of local and expatriate golfers, Japan's top brand, XXIO clubs, have been launched in India.

Inaugurating the XXIO store at Golf Studio in the DT Mega Mall here on Friday, Matt Yasumoto, Managing Director, Srixon Sports Asia, informed that XXIO (pronounced as zek-si-oh) has been Number One Golf Brand in Japan and Korea for over a decade.

Present at the launch ceremony among others were Mr Ajay Kapur and Mr Baljit Ahluwalia, Directors of Golf Studio, Mr

Rahul Khanna, Owner of Karma, Mr Leon Low, Assistant Manager (Sales and marketing), Srixon Sports Asia, and Ajay Pratap Singh Gujral, a golf instructor.

In a tête-à-tête with this correspondent, Mr Matt Yasumoto said "we chose Gurgaon as we would like to target the large population of over 10,000 Japanese and Koreans working here and has several major golf courses in and around it.

These include DLF Golf & Country Club, Golden Greens Golf & Resorts, Classic Golf Resort, Karma Lakelands Golf Course, Tarudhan Golf Course, TERI Golf Course, Delhi Golf Course, Qutub Golf Club and Army Golf course.

Mr Yasumoto, who is based in Malaysia and looks after the South East Asia and Middle East Asia markets, informed that XXIO is a premium product as its cost of making and attention to develop it very high.



"The brand is also associated as a status symbol and is like owning a Mercedes or BMW."

XXIO is part of the Dunlop Sports Co. Ltd. Family and has now met with tremendous success with discerning golf players in Malaysia, Singapore, Indonesia, Thailand, Myanmar, Vietnam, Philippines, UAE and Qatar.

"Now we would like to replicate this success in India which has growing number of golf lovers," he said.





Dunlop Sports Co. Ltd. is a leading Japanese manufacturer of tires, sporting goods and industrial products and is a company with 70 years experience in golf ball manufacturing.

Mr Matt Yasumoto was named Managing Director of Srixon Sports Asia in April 2009.

Prior to that he was Executive Director for Srixon and President of Cleveland Golf Asia Company Limited. Other positions which have been held by him include President of Ping Japan.

Matt Yasumot has graduated from Sophia University in Tokyo and his hometown in Yokohama city. He was born on July 30, 1959.

By bringing to India its high-end premium line of golf equipment, XXIO, Srixon Sports Asia underlines its vision of growth for the Indian golf market which has seen tremendous maturity over the last few years. With the benefit of advanced technology from Japan, XXIO will be the equipment of choice for all golfers.

Mr Rahul Khanna, who is the owner of Karma that is the sole distributor for XXIO and other Japanese brands like Srixon and Cleveland Golf, said India now has a large growing population of expats. For example, he said, during the weekend over 100 expats play at the DLF Golf Club and at other Golf courses 60 per cent of players are non-Indians.



Mr Khanna said the golf industry in India is close to Rs 40 crore.

He said Karma took its first step in the golf business in the year 2006 and has grown many fold since. Karma is one of the leading multi-brands Golf Equipment and Accessories Distribution Company in India.

"We are one stop shop for retail and corporate partners. Karma has developed a reputation for offering quality golf products at every price point and user," informed Mr Khanna.

The XXIO brand will make its India debut in New Delhi in March, followed by Bengaluru and Chennai in April and May respectively.