Adidas signs deal with Indian football player Sandesh Jhingan

By Maverick Martins - 2 February 2022

Adidas has signed an endorsement deal with Indian football player Sandesh Jhingan through which it aims to inspire the next generation of footballers in the country.

With this association, Jhingan joins an elite list of Adidas ambassadors in India which includes Rohit Sharma, Mirabai Chanu, Lovlina Borgohain, Manpreet Singh, Simranjit Kaur, Nikhat Zareen, and Jeremy Lalrinnunga.

Commenting on the partnership, Sunil Gupta, senior director, Adidas India in a statement said, “Sandesh is a role model for many young footballers and a perfect combination of passion and talent. With this partnership we aim to inspire the youth and work towards a common goal of building football from the grassroot level in India. We are thrilled to have Sandesh join the Adidas family.”

Sandesh Jhingan added, “My journey with football has been very enriching, and I aspire to make it a far bigger sport in India than it is today. I am thrilled to be a part of the Adidas family, and I feel this association will take me closer to my dream of seeing India develop greater passion for football and gain a spot in the 2026 FIFA World Cup.”

Adidas India currently has over 400 stores across the country. In addition to retail stores, the brand also sells through its website and other e-commerce platforms.