Adidas signs Manika Batra for ‘Impossible Is Nothing’ campaign

By Maverick Martins  ·  17 February 2022

Adidas has signed Indian Table Tennis champion Manika Batra for its ‘Impossible Is Nothing’ campaign.

With this brand association, Batra joins Adidas' roster of women athletes, consisting of Mirabai Chanu, Lovlina Borgohain, Hima Das, and Nikhat Zareen, among others.

Speaking about the collaboration, Sunil Gupta, senior director at Adidas India in a statement said, “We are thrilled to have Manika Batra as the newest member of the adidas family. She is an inspiration to many young women who aspire to push limits and achieve seemingly unachievable goals. We will continue to drive the attitude, ‘Impossible Is Nothing’ through our athletes while celebrating women in the world of sports.”

Manika Batra added, “Partnering with Adidas is an opportunity every sportsperson looks forward to. I am very excited and grateful for this to have come my way especially at a time when the brand is celebrating women through their ‘Impossible Is Nothing’ campaign. I hope with my sport and my association with Adidas, I can empower and encourage women to see possibilities irrespective of the challenges so that the nation can witness many more ‘golden girls’.

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.