



WSF CONFERENCE 2022

28 – 29 October

Grand Chola Hotel Chennai, India



Subject: HCL Squash Podium Program

- ◆ Summary: Introduction to the programme by Sundar Mahalingam from HCL



HCL PRESENTATION

HCL

- ◆ Founded in 1976 as one of India's original IT garage startups and is now a global conglomerate with presence in 54 countries across varied sectors.
- ◆ HCL's story is a journey of entrepreneurship and indicates how important it is to step outside of our comfort zone to find our purpose in life.
- ◆ HCL has been investing in areas that benefit and reach a vast audience including music, education, environment, wildlife, healthcare, and sports.
- ◆ Sports as a category has always interested HCL as it connects a wide range of people across age groups regardless of the fact that they themselves play a particular sport or not.

HCL AND SQUASH

- ◆ HCL starts supporting Squash in 2013 given it was a niche sport and therefore, the aim was to raise awareness around the sport in the country and also generate interest.
- ◆ Research showed that Squash was not even among the top 10 most-watched sports in India. There were youngsters who had not even heard about this sport.
- ◆ Even the existing squash players were not receiving the required support just to finish at the podium and HCL was deeply motivated to support them but knew HCL couldn't do it alone.
- ◆ HCL, therefore, scaled up its efforts in 2017 by partnering with SRFI and the rest is history

HCL AND SQUASH

- ◆ HCL and SRFI have not only organized PSAs, Junior and coaching camps; with the international Championships helping improve the players' ranking.
- ◆ Besides this, the number of squash players has increased double digit in the country, which is a testimony to the joint efforts in what HCL believe is the right direction.
- ◆ There are not more than 80 colleges in India with squash courts.

HCL SQUASH PODIUM PROGRAMME

- ◆ HCL launched the HCL Squash Podium Program with SRFI in 2019 with an aim to enhance the squash ecosystem in the country
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 - Create world-class individual platforms that offer the players an unforgettable experience and also contribute towards enhancing their rankings
 - Provide equal support to both senior as well as junior categories to ensure that the next rung of sportspeople have the required support to eventually emerge at the top
 - Contribute our organizational support to help increase the enthusiasm around these sports and drive greater appreciation from the audience
 - Build grassroots movement for Squash in our country, ultimately adding brilliant players to the country's repository and delivering sporting success on the global stage.
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THE SUCCESS IS ALREADY TANGIBLE

- Squash in recent times has brought several laurels to the country in many international events.
- Players like Anahat, Velavan Senthilkumar, Saurav Ghosal and more have been an active participant in HCL Championships and training camps.
- Within the span of the next 5 years, HCL would like to build a strong community of squash talents to lead the world stage.

- **2013 was practice, 2017 was warm-up and 2022 onwards is game time!**



Thank You

