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Aditya Birla Capital to sponsor Indian team at Paris Olympics 2024

Synopsis

Aditya Birla Capital has partnered with the Indian Olympic Association as the Official Sponsor of Team India at the Paris Olympics 2024. The partnership includes launching a marketing campaign featuring India's leading athletes and brand activations to generate nationwide support for the Indian Olympic contingent.



[Aditya Birla Capital](#), India's leading [financial services](#) conglomerate and the holding company of the financial services businesses of the Aditya Birla Group, has partnered with the [Indian Olympic Association](#) (IOA) as the [Official Sponsor](#) of [Team India](#) at the [Paris Olympics 2024](#).

As a part of this endeavour, Aditya Birla Capital shall be launching an integrated [marketing campaign](#) featuring India's leading athletes who will represent the country at the Paris Olympics 2024.

The campaign will encapsulate their inspiring stories of [athletic excellence](#), overcoming tribulations, struggles leading up to the defining moments of pride, and will be amplified across mediums including Digital, OTT, Print, Outdoor as well as social media platforms.


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Paris Olympics 2024: Aditya Birla Capital partners with IOA

Aditya Birla Capital will launch an integrated marketing campaign featuring leading Indian athletes who will represent the country at the Paris Olympics 2024

Aditya Birla Capital Limited announced its partnership with the Indian Olympic Association (IOA) as the official sponsor of Team India at the Paris Olympics 2024.

As a part of this endeavour, Aditya Birla Capital will launch an integrated marketing campaign featuring leading Indian athletes who will represent the country at the Paris Olympics 2024.

The campaign will encapsulate stories of athletic excellence, overcoming tribulations, struggles leading up to the defining moments of pride, and will be amplified across mediums including digital, OTT, print, outdoor as well as social media platforms.

"We extend our sincere gratitude to Aditya Birla Capital for their support and belief in the potential of Indian athletes and in the shared commitment to nurturing sporting talent and cultivating role models for India," IOA president PT Usha said.

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આદિત્ય બિરલા કેપિટલ ઓલિમ્પિકમાં ભારતીય ટીમની આધિકારિક સ્પોન્સર

ભાસ્કર ન્યૂઝ | મુંબઈ

આદિત્ય બિરલા જૂથની ફાઈનાન્સ સેવાઓ પૂરી પાડતી આદિત્ય બિરલા કેપિટલ લિમિટેડ પેરિસ ઓલિમ્પિક-2024માં જનારી ભારતીય ટીમની આધિકારિક સ્પોન્સર બની છે. કંપનીએ ભારતીય ઓલિમ્પિક એસોસિએશન સાથે પેરિસ ઓલિમ્પિકમાં આધિકારિક સ્પોન્સર બનવાનો કરાર કર્યો છે. આ ભાગીદારી વ્યક્તિઓ અને સમુદાયોને સશક્તિકરણ કરવા માટે આદિત્ય બિરલા કેપિટલની પ્રતિબદ્ધતાને રેખાંકિત કરે છે.