

---

# Herbalife to sponsor Indian Olympic team

18 July 2016 | Posted in Sponsorship, Olympics, Asia, | By George Dudley



**Global nutrition company Herbalife has announced its partnership with the Indian Olympic Association (IOA).**

The deal, which begins in earnest at the Rio Olympics, is believed to be a long-term partnership and Herbalife will endeavour to help the IOA identify future athletes.

Herbalife will also provide the country's athletes with nutrition education and supplements.

"Sports sponsorships is in the ethos of Herbalife," said Ajay Khanna, vice president and general manager of Herbalife International. "As an organization committed to good nutrition and healthy, active lifestyle, the sponsorship of the Indian Olympic team marks a significant milestone in the chapters of Herbalife India and our sports sponsorship program as this is a first for the Indian affiliate to sponsor the country's national Olympic team.

"The 2016 Rio Olympics is special for India as the country sends its largest contingent event to the global sporting spectacular. We, at Herbalife, wish every athlete the very best to fulfil their dreams and aspirations."

Herbalife will also sponsor the Costa Rican, Israeli, Italian, and Vietnamese Olympic Committees at the upcoming Games.