

## **Vedanta Ultimate Badminton League set for an exhilarating launch with the Jersey Unveiling Ceremony**

The Vedanta Ultimate Badminton League (Vedanta UBL) is all set for a launch on 25 Jan 25 and the official commencement of the event was marked by the Jersey Unveiling Ceremony held at the Sesa Goa Head Office at Panjim. The Vedanta UBL is organised by the Goa Sports Club and is a marquee event in the Goa Badminton Association (GBA) calendar. Vedanta Sesa Goa is the title sponsor for this year's edition, which is the fifth edition overall.

The participating teams include Asher's Smashers, Flying Gravity, Ace Raquetteers, Badminators, Priority Titans, and Sparkling Stars. The player registration for this edition is a whopping 160plus. Its also a first, that the edition has seen registration from 15 outstation players. Players from all talukas from the North and South of Goa, both ranking and non-ranking, will be participating in the 2-day event. The Tournament is played in a league format using AS2 shuttles & has a segment on veterans. 'Flying Gravity' were the winners of the UBL 2024.

The event was graced by Mr Navin Jaju, CEO, Vedanta Sesa Goa Mr Manoj Patil, President, GBA, Mr Praveen Shenoy, President GSC & Secretary, GBA, Mr Sandeep Heble , along with Team owners and captains and senior management team of Sesa Goa. The jerseys were unveiled proudly by the six team captains who proudly displayed the jerseys and logos, symbolizing their commitment and readiness for the season.

Expressing his thoughts on the occasion, **Mr. Navin Jaju**, CEO, Vedanta Sesa Goa, said " We, at Vedanta Sesa Goa, are proud to be partnering the Goa Sports Club and the Goa Badminton Association for the Vedanta Ultimate Badminton League. The League is a tremendous platform for the badminton talent in Goa and our support is aimed at enabling the young players to achieve their aspirations. . We believe that sports provides the pathways for holistic progress and we, at Sesa Goa, have a long-standing legacy of supporting sporting dreams. The Sesa Football Academy and the Vedanta Women's League stand testimony to our endeavours of supporting the youth. Our endeavours in skilling through the Sesa Technical School and to nurture dreams through support for education, are aimed empowering the youth for future successes. I wish the participating teams all success. "

**Mr. Manoj Patil, President, GBA,** lauded the league's growth: *"I am thankful to Vedanta Sesa Goa for the support extended, the Ultimate Badminton League stands to gain from this association. Sesa Goa' contribution in the field of football is extraordinary and we are sanguine that our partnership will benefit the sport of Badminton too. I extend my commendations to the Goa Sports Club for organising this event and for providing the young talent an opportunity to develop into champions."*

**Mr. Praveen Shenoy, President, GSC & Secretary, GBA, said** "I thank Vedanta Sesa Goa for joining hands with us and for supporting the Ultimate Badminton League. This marks a new and exciting chapter in the history of the League. The support by Vedanta Sesa Goa affirms their commitment to nurturing sports and empowering grass roots talent. The UBL is the largest league in badminton in Goa and brings on board talent from across Goa. The jersey unveiling symbolises the spirit of unity, professionalism and competitive excellence and represent the dreams, aspirations and hardwork of every single player. Together with Vedanta Sesa Goa we will take Vedanta UBL to new heights."

Since its launch in 2021, the Vedanta Ultimate Badminton League, has provided a platform for over 750 badminton players. The Vedanta UBL promises exhilarating matches and inspiring stories of

resilience and teamwork. The opening matches scheduled for 25 January 25, Peddem Indoor Stadium, Mapusa.