

Euro-2008 overtakes IPL euphoria merchandise sales

Sports goods manufacturer Adidas said Monday that its merchandise sales during the just concluded Euro-2008 football tournament had exceeded that registered during the May-June Indian Premier League (IPL) cricket fest.

Adidas was the official kit supplier for two IPL teams - Delhi Daredevils and [Mumbai](#) Indians - and had received an 'overwhelming' response for its exclusive collection around the two teams, a company statement said.

In its endeavour to encourage participation and build excitement for football, the brand had launched a comprehensive fan range for Euro and 'the exceptional sales of this merchandise is another case in point about football's growing popularity in India,' the statement added.

The 360-degree campaign encompassed on-ground, on-air and online initiatives to promote Euro 2008, along with the exclusive official licensed product range.

The company, however, did not release the sales figures during the Euro-2008 and the IPL.

'We received unprecedented response for our IPL range and are extremely happy about our Euro merchandise doing even better,' Adidas India managing director Andreas Gellner said in the statement.

'Historically, cricket has overshadowed all other sports and we are extremely excited with the response our Euro range has had from consumers. Football has gained immense popularity in India,' he added.

'At Adidas, we are extremely passionate about football and for over 80 years have led all major product developments in football technology,' Gellner said.

'In India, football is becoming an extremely popular sport and as leaders in this category it is our constant endeavour to build the sport through various initiatives,' Gellner added.

In addition to the direct promotional activities for Euro-2008, Adidas in its constant endeavour to promote football at the grass root level recently organised a coaching clinic for children in [Kolkata](#) with German football club Bayern Munich.

The company has also extended its annual Youth Football League to [Bangalore](#) this year after its successful completion in Goa in 2007.

'This football league is yet another initiative to promote football at the grass root level in India,' the company statement said.

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