



KAIZEN SPORTS

FULFILLING THE PROMISE OF EXCELLENCE

A part of the powerful and world-renowned sporting goods brand, Sarve Prakash Group, Kaizen Sports is one of the most popular brands in the category. Its ergonomically designed products are preferred by not just amateurs but also many state-level sportspersons

Launched in 2010, Kaizen Sports & Fitness is a sub-brand of the 100-year-old, iconic Sarve Parkash Group, which was established by Shri Hans Raj Mehta in 1920, in Sialkot (now in Pakistan). A lawyer, he left his practice to establish a sports goods company to cater to the unique needs of athletes and aspiring sports professionals. The business soon spread its branches across India. After the sad demise of Sh. Hans Raj Madan, the business was taken over by his son Sh. Ram Parkash Madan, at a very young age.

The family shifted its base to Jalandhar in India during the 1947 partition and started their entrepreneurial journey afresh. Within just three years, the company became the leader in the sports goods industry with supplies across India.

By 1961, the Group had started exporting its products abroad and in 1984, its Rubber Soccer balls got FIFA inspected under the brand GOLSIL. In

2007, it became the first Indian Sporting Goods Company to earn the SA8000 Certification.

MADE FOR INDIAN SPORTSPERSONS

Kaizen was specially curated and launched for the Indian market. Its specialized offerings are best-in-class and are a favorite amongst the customers, which include many state-level players too. Last year, Gokulam Kerala FC had signed a three-year kit sponsorship deal with the brand. Kaizen is also manufacturing Gokulam Kerala FC merchandise products and supporting the club merchandise sales through their partner website, sporting8.com.

The brand offers products for all kinds of sports including football, volleyball, basketball, rugby, netball, badminton, and cricket. Its specially designed clothing and accessories are a mass favorite.

Kaizen also runs a football academy, which is famous for its balanced and creative approach to coaching. It is a

much-needed and well-equipped space where youngsters who aspire to become football players are trained in a friendly and pressure-free environment.

DEDICATED TO QUALITY

The brand's philosophy is to deliver nothing but the best to its customers and spends extensive time and resources on research and development for curating only the perfect solutions. Its products stand apart from the crowd with their unique design and pitch-perfect services.

Quality is the hallmark of all the Kaizen products. The brand has a team of trained personnel that undertake quality control measures right from the time the raw materials are procured to online inspection, and until the final stage of goods packaging. Various quality check measures such as purchase control, vendor quality survey, sampling inspection, patrol inspection, storage & shipping control, and AQL inspection ensure that each good is made in conformity with international standards to make sure that only the best quality reaches the final consumer.

It has an in-house modern testing laboratory equipped with the latest equipment. Highly qualified technicians in manufacturing centres and the ISO 9001 Certification are a testimony to the international standards it follows.