

## The Louis Philippe cup celebrity pro-am tournament

19 February 2014

*~ A star studded event celebrating the elegance, class and status that is synonymous with the brand and the sport ~*

The Louis Philippe Cup, which has always associated itself with sports and sportsmanship, hosted the Celebrity Pro-Am event at the Bombay Presidency Golf Club, Chembur, Mumbai.

The third edition of the prestigious tournament saw the participation of celebrities such as cricketers Kapil Dev, Syed Kirmani and Murali Karthik, commentator Charu Sharma, standup comedian Papa CJ, the legend Milkha Singh, himself and fashion designer Nikhil Mehra, among several other dignitaries.



The team of professional golfers included three of the top five players on the Asian Tour Order of Merit - Anirban Lahiri (3rd), Siddikur from Bangladesh (4th) and Gaganjeet Bhullar (5th), displaying the strongest ever line up of Indian and Asian golfers.

The nine city teams participating in this year's tournament are - Navratna Ahmedabad, Puravankara Bangalore, TAKE Chennai, DLF Gurgaon, Jaypee Greens Greater Noida, AVT Kolkata, Dev-ElloraLaqshya Mumbai, Krrish Colombo and Shubhkamna Delhi. Professional golfers from all nine

teams were seen leading a side of three celebrity amateur players.

Post the tournament, the Celebrity Pro-Am dinner and prize distribution was held at the Terrace Garden, ITC Grand Central, Parel, Mumbai, where celebrities from the world of sports and entertainment, such as Geet Sethi, Sikander Kher, Milkha Singh and Nikhil Mehra, were seen adding grandeur to the event. The opulence of the event was further escalated with the glitz and glam of Ileana D'Cruz as the show stopper.



Mr. Jacob John, Brand Head, Louis Philippe, commented: “The event was truly remarkable and Louis Philippe is proud to be associated with the third edition of this prestigious golf tournament.” He continued by asserting that “The infallible taste and class that the sport exudes is reflected seamlessly in the brand itself. The Celebrity Pro-Am Tournament represents a lifestyle that is distinctly opulent, epitomising the nuances of Louis Philippe; a hearty congratulation to the participants.”

### **Winners**

- Ballantines Long Drive Challenge won by Murali Karthik - 281 yards
- Louis Philippe Closest to pin won by A Bajaj
- Turkish Airlines Longest Drive won by Rajeev Kaul - 305 yards

### **About Louis Philippe**

The brand draws its name and inspiration from King Louis Philippe of France, who was famed for his generosity of spirit and his appreciation of the arts. Louis Philippe thrives on excellence, elegance and opulence. Synonymous with premium, international men’s fashion, Louis Philippe was launched in India in 1989, and ever since then, the brand has been enjoying the repute of being the leader in formal and quasi-formal wear. Taking cognisance of the evolution of the Indian gentleman and so also his preferences, the brand has constantly innovated and modelled itself to suiting and meeting those requirements and this is what sets Louis Philippe apart as a premium, international men’s fashion brand.