

Ten teams confirm for the inaugural Louis Philippe Cup

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The unique league that will feature 10 city based teams

New Delhi: Louis Philippe, Professional Golf Tour of India (PGTI) and RNGM have come together to conceive the Louis Philippe Cup across India. The concept features 10 city based teams that will fight for the total prize fund of Rs. 1.24 crore — the biggest purse on the Indian tour at the Karnataka Golf Association (KGA) from March 5-10 2012. The unique format of the tournament will see 30 top professionals representing the 10 teams, besides an equal number of amateurs, who will play in the pro-am category for the first two days of the tournament for the Inter-City Pro-Am Cup. The aim of the Louis Philippe Cup is to create a city based fan following and encourage more people to play the game.

Star Indian players who will be seen in action include Puravankara Bangalore's Asian tour winner Anirban Lahiri, DLF Gurgaon's three time Indian Open champion and former Asian tour No. 1 Jyoti Randhawa and winner of Singapore Classic Himmat Rai, two-time European tour winner SSP Chowrasia representing Take Chennai, the 2002 Busan Asian Games individual gold medallist and Asian Tour Newcomer of the Year, Shiv Kapur, turning out for 3C Delhi and two time Asian tour winner Gaganjeet Bhullar representing Dev-Ellora Chandigarh. Apart from these marquee players, other seasoned campaigners of PGTI will take their best shot at glory.

Each city team will consist of three players. Two of whom have been selected on the basis of their 2011 Rolex rankings as of December and the third player was chosen by the sponsor. The cities selected to field teams are Ahmedabad, Bangalore, Chennai, Mumbai, Kolkata, Lucknow, Delhi, Gurgaon, Chandigarh and Noida.

Speaking about their association with golf, **Jacob John, Brand Head, Louis Philippe**, said “Pioneering an innovative format in professional golf, we plan to position the Louis Philippe Cup as the No. 1 golf tournament in the country. It is our endeavour to bring together golf enthusiasts at a single platform and create a base for established players as well as upcoming talent in the country.”

As India's richest golf tournament, the winning team stands to win Rs.36 lakh, while the runners-up will earn Rs. 24 lakh, the team finishing in third place will earn Rs.18 lakh and the team placed fourth will receive Rs. 12 lakh. Teams placed fifth to tenth will earn Rs.9.5lakh, Rs.7.00 lakh, Rs.5.5 lakh, Rs.4.5 lakh, Rs.3.5 lakh and Rs.3 lakh respectively. To encourage the involvement of fans directly with the teams, each of the 10 teams will also field a team of three amateur club golfers who have been selected by local clubs on the basis of club qualifying tournaments. However, the amateur scores will not be counted in determining the four top teams advancing to the semi-finals for the Louis Philippe Cup.

Rishi Narain, the 1982 Delhi Asian Games team gold medallist and founder of Rishi Narain Golf Management, who has been the moving force behind the concept from the drawing board stage to the implementation of the event, said: “We would like to thank the team of Louis Philippe for embracing the Pro Team golf concept and are looking forward to producing an event with unparalleled fan appeal on the domestic golf scene. Our aim is to establish India's immensely talented golf pros as genuine superstars in the eyes of sports fans across India. They deserve recognition and fan following considering their consistent

international victories over the past fifteen years. Among Indian sportsmen, golfers outperform almost every other Indian sportsman consistently. Indian pro golfers face intense competition against players from over 100 countries every time they compete overseas and with winner's prizes regularly crossing Rs. 1 crore on the international circuit, the quality of players and intensity of competition our golfers face every week is far greater than in most other sports. We hope the Louis Philippe Cup will create true superstars out of our pro golfers and connect fans like never before."

About Louis Philippe:

Louis Philippe is the leader in the stylish formal, official and semi-formal occasion wear. The brand's Franco Italian lineage combined with its focus on contemporary international fashion gives it an indisputable premium and exclusive image. The focus on luxury and the detailed craftsmanship of every piece ensures that each Louis Philippe owner belongs to "The Upper Crest".