



WHO IS PERFORMAX

PERFORMAX ACTIVEWEAR IS DESIGNED TO INSPIRE A WORLD-CLASS ATHLETIC CULTURE.
WE PRIORITIZE QUALITY, AUTHENTICITY, AND PURPOSE, OFFERING ACCESSIBLE, TECH-DRIVEN ACTIVEWEAR
THAT TRANSFORMS EFFORT INTO RESULTS.

POSITIONING

MID-PREMIUM

CATEGORIES

APPAREL
ACCESSORIES
FOOTWEAR

**PERFORMAX AIMS
TO CHANGE THE
FACE OF ACTIVEWEAR
IN INDIA**

THE ASPIRING ATHLETE

FOR THE ONES DEDICATED TO THEIR FITNESS AND SEEK
PERFORMANCE-ENHANCING ACTIVEWEAR TO REACH NEW HEIGHTS.

THE COMMITTED ATHLETE

FOR THE ONES WHO PUSH THEIR LIMITS AND DEMAND
ACTIVEWEAR THAT KEEPS UP WITH THEIR AMBITION.

THE EVERYDAY ATHLETE

FOR THOSE WHO MAKE FITNESS A PART OF THEIR LIFE.
THEY VALUE COMFORT, STYLE, AND PERFORMANCE.

AGE :- 18-30 YEARS OLD



BRAND AMBASSADORS



HARMILAN BAINS
NATIONAL MIDDLE DISTANCE RUNNING



YOGESH KATHUNIYA
PARALYMPIC DISCUS



RAVI DAHIYA
INTERNATIONAL WRESTLING

KIT SPONSOR



OFFICIAL KIT SPONSOR FOR ALL INDIA FOOTBALL FEDERATION



ALL INDIA
FOOTBALL
FEDERATION

STORE DESIGN – ENTRANCE, MERCHANDISE AND LAYOUT



STORE DESIGN - ENTRANCE



STORE DESIGN – FOOTWEAR AND TEXTILE



STORE DESIGN – WOMEN APPAREL



STORE DESIGN – INSIDE STORE VIEW



STORE DESIGN – LICENSEE MERCHANDISE

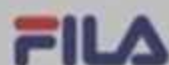
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WHY
PERFORMAX



THE PRICE ADVANTAGE

THE HIGHEST STANDARD OF ACTIVEWEAR AND SPORTSWEAR
AT AFFORDABLE PRICES COMPARED TO COMPETITIVE BRANDS.



THE WINNING FORMULA

TECHNICAL
PRODUCTS

+

RELEVANT
DESIGNS

+

WIDE
OFFERING

=

THE PERFECT
BRAND

TECH CALLOUT - APPAREL



SHIFTED SEAMS
FOR IMPROVED MOVEMENT



**REFLECTIVE
ELEMENTS**
FOR VISIBILITY IN LOW-LIGHT CONDITIONS



ANTI-BACTERIAL
FOR ODOUR PREVENTION AND
LASTING FRESHNESS



FAST DRY
FOR FASTER SWEAT EVAPORATION



**ANTI-STATIC
TREATMENT**
FOR COMFORT AGAINST
STATIC-CLING



KOOLTEX
FOR RAPID SWEAT EVAPORATION
THIS MAKES GARMENTS FEEL BREATHABLE,
LIGHT, AND COMFY.

TECH CALLOUT - FOOTWEAR



ULTRA BREATHABLE UPPER

PREMIUM FLY KNIT UPPER FOR ENHANCED BREATHABILITY



SHOCK ABSORBER

SUPER SOFT EVA FOR BETTER BOUNCE BACK EFFECT AND BETTER CUSHIONING



CUSHIONED TECH

EXTRA SOFT AND FOAM PADDING IN THE INNER LINING



ANTI-SKID

ANTI-SLIP OUTSOLE INCREASES RUNNING EFFICIENCY



FLEXIBLE SOLE

DESIGNED OUTSOLE AT FLEX POINTS FOR BETTER FLEXIBILITY



REFLECTIVE ELEMENTS

FOR VISIBILITY IN LOW-LIGHT CONDITIONS

FOOTWEAR



FOOTWEAR

STRIDER RUNNING SHOES

SUPER FLYFOAM™
ENHANCED CUSHIONING &
EXTENDED DURABILITY

ULTRA GRIP OUTSOLE
BETTER TRACTION



AEROMOTION RUNNING SHOES

KNITTED UPpers
BREATHABLE & STRETCHABLE

AEROMOTION TECH
BETTER SHOCK ABSORPTION



APPAREL



MULTI-SPORT



PRODUCT COMPARISON- APPAREL

LIGHT WEIGHT RUNNING TEE

ADIDAS - PERFORMAX



- MRP : 799/-
 - 100% Polyester, 90 gsm
 - Moisture-absorbing - Fastdry finish
 - Lightweight and breathable
 - Reflective transfers
 - Bonded detail at sleeves and bottom
 - Laser cut detail at center back for ventilation
 - raglan sleeves for ease in movement
 - Lower back hem for higher coverage
- MRP : 2799/-
 - 100% recycled polyester single jersey
 - Moisture-absorbing AEROREADY
 - Lightweight and breathable
 - Yarn contains 50% Parley Ocean Plastic
 - Single jersey
 - This garment contains a minimum of 40% recycled material in total
 - Colour: Lucid Lemon

NYLON SPANDEX TRAINING TEE

PUMA - PERFORMAX



- MRP : 799/-
 - 92/8 Nylon spandex, 180 gsm
 - Moisture-absorbing - Fastdry finish
 - Stretchability
 - Lower back hemlines for higher coverage
 - Shifted side seams to reduce chaffing
- MRP : 4999/-
 - 86% nylon, 14% elastane
 - Stash pocket with zip on the back
 - Reflective design elements

PRODUCT COMPARISON

INTERNATIONAL BRAND

MRP - 8999



KEY FEATURES

Upper- Breathable engineered mesh

Sole- EVA+ Rubber with Nike air cushioning

Rubber- A rubber Waffle-inspired outsole

Accessories- Welding, elastic mid foot band

PERFORMAX BRAND

MRP - 2499



KEY FEATURES

Upper- Knitted fabric with Stretch, Breathability & Hand feel

Sole- Superlight EVA (High Rebound) with Side profile to give stability

Rubber- Complete Rubber at bottom for traction

Accessories- Reflectors at toe, Flat lace

In-sock- High responsive Foam

PRODUCT COMPARISON- FOOTWEAR



BRAND	MRP	Weight	Outsole	In-sock	Upper
Adidas	10999	347 grm	Rubberoutsolefor durable traction and gripon various surfaces.	Molded foam in-sock	Classic Suede Upper Low-Profile Silhouette Padded Collar and Tongue Versatile Style Retro Appeal
PERFORMAX -	3999	355 grm	Durable rubber outsolefor excellent traction and grip	Molded foam in-sock	Classic Suede + PU Upper Low-Profile Silhouette Padded Collar and Tongue Versatile Style Retro Appeal unique graphical identity sport-oriented brand identity icons of sportsmen sport-based stories



DESTINED FOR GREATNESS

TO HIGHLIGHT OUR ASSOCIATION WITH AIFF AS
THE OFFICIAL KIT SPONSOR OF THE INDIAN FOOTBALL TEAM,
WE LAUNCHED THE CAMPAIGN 'DESTINED FOR GREATNESS'.

TWE LAUNCHED THIS CAMPAIGN AHEAD OF THE
INDIAN TEAM'S PARTICIPATION IN MAJOR EVENTS
LIKE THE ASIAN GAMES AND THE WORLD CUP QUALIFIERS.

<https://www.youtube.com/watch?v=lezYLVUuM9I>



SWEAT FOR HONOUR, SWEAT FOR INDIA

RIGHT BEFORE THE OLYMPICS AND PARALYMPICS BEGAN, WE LAUNCHED THE CAMPAIGN 'SWEAT FOR HONOUR, SWEAT FOR INDIA' FEATURING OUR ATHLETES MANU BHAKER AND YOGESH KATHUNIYA, WHO ARE COMPETING IN THESE EVENTS.

THE CAMPAIGN PERFECTLY CAPTURES HOW OUR ATHLETES, AND EVERY ATHLETE WHO REPRESENTS THE NATION ON THE WORLD'S BIGGEST STAGE, DON'T JUST PUT IN THE HARD WORK OR WIN FOR THEMSELVES. THEY WIN FOR INDIA, THEY PUT IN THE HARD WORK FOR INDIA, BECAUSE AT THAT POINT IT'S NOT JUST THEIR INDIVIDUAL DREAM BUT A COLLECTIVE DREAM OF THE NATION.

<https://www.youtube.com/watch?v=hmzQLXW3IRs>

<https://www.youtube.com/watch?v=AM1I8V80CU0>

KIT SPONSOR



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ALL INDIA
FOOTBALL
FEDERATION

OUR PRESENCE

PERFORMAX ACTIVEWEAR RETAILS FROM EBOS,
1000+ TRENDS & TRENDS FOOTWEAR STORES,
CENTRO, FASHION FACTORY, SHOPPERS STOP,
LIFESTYLE, AJIO & JIOMART.



THANK YOU!