



## **Mrs. Nita M. Ambani: “India House will reflect the strides India has made in the Olympic movement”**

***\*Charting India's Olympic Journey: Reliance Foundation & Indian Olympic Association announce the first ever India House at the Paris 2024 Olympics\****

*\*India House will serve as a home away from home for the athletes, fans and a showcase of India to the world\**

**Mumbai June 26, 2024:** The Paris 2024 Olympics, which is exactly a month away, will see plenty of historic firsts but the one that holds immense significance for India will be the first-ever country House at the Olympic Games – the **India House**. Conceptualized by **Reliance Foundation** as part of their partnership with the **Indian Olympic Association (IOA)**, the **India House** will be a celebration of the nation’s rich cultural and sporting heritage, showcasing India’s storied past, vibrant present, and exciting future alongside advances in technology and digitalisation. As **India House** prepares to open its doors to athletes, dignitaries, and sports enthusiasts from around the world, it will embody the spirit of unity, diversity, and excellence that defines the Indian ethos.

Speaking about the significance of the India House, **Mrs. Nita M. Ambani, IOC member and Founder and Chairperson, of Reliance Foundation** said, *“It is with immense joy and excitement that I am thrilled to announce the first-ever India House at the Paris Olympic Games. The IOC session in India last year, the first in 40 years, was a key milestone in our Olympic journey. And we are delighted to continue this momentum with the launch of India House – a space where we will honour our athletes, celebrate our wins, share our stories, and welcome the world to India.”*

**She further added,** *“We truly hope that India House will be one more step towards fulfilling the shared dream of 1.4 billion Indians to bring the Olympic Movement to India!”*. Watch the full announcement video on India House [here](#)

**Ms. PT Usha, President of the Indian Olympic Association,** said, *“The inaugural India House in partnership with Reliance Foundation will be one of the main attractions for Indian fans and athletes at the Paris Olympics. It will also be a great way for fans and people from other countries to know more about India and what makes it so special. India has proven its mettle as a host of major events and India House will reflect the strides we have made as a sporting nation as well as in the Olympic movement. I would like to thank IOC Member Mrs. Nita Ambani for driving this initiative and India’s Olympic Movement.”*

### **A Showcase of Indian Culture and Heritage**

Situated in the iconic Parc de la Villette, which has been designated as the "Park of Nations" during the Games, the India House will be surrounded by 14 other Hospitality Houses in the Park, including the Houses from Netherlands, Canada, Brazil and hosts, France. India House promises to provide a glimpse of India’s talent, potential, and ambition to the world by offering a variety of experiences for fans to immerse themselves in – from culture to arts and sports to culinary treats and experiences like yoga, handicrafts, music, and

performances from Indian dance groups.



## A Home Away from Home for Indian Athletes and Fans

India House aims to be a home away from home for the country's attending athletes and to celebrate India's victories and medal wins. It will also be a space for visitors to interact with sporting legends and the destination to catch key events with friends through engaging events as it will be open to media and fans from all countries. The Watch Parties of key Indian events will be exclusively held in partnership with Viacom18, the exclusive media rights holders for the Olympic Games in India at the India House.

## Celebrating India's Olympic Journey and Ambition:

India House will commemorate 100 years since India competed at the Olympic Games for the first time under the aegis of the IOA in 1920. It symbolizes the evolution of India as a formidable contender in the world of sports and reflects the nation's unwavering commitment to the Olympic movement and ambition to host a future Olympic Games.

## Opening the window to India

The India House in Paris will serve as a vibrant portal to the rich and diverse tapestry of Indian culture. Its logo, inspired by the intricate design of the *jharokha*, symbolizes this unique window to India. Rendered in a spectrum of India's vivid hues, the logo beautifully captures the essence of the nation's diversity and will be woven into every aspect of the India House Olympic experience in Paris, inviting all to immerse themselves in the Indian cultural mosaic

## A Collaborative Endeavor

Established by Reliance Foundation as the principal partner of the Indian Olympic Association (IOA), India House represents a collective effort to elevate Indian sports globally.

**Viacom 18-Home of the Paris 2024 Olympics in India**, will provide best-in-class coverage of the Olympic Games Paris 2024 across JioCinema and Sports18 Network. As the exclusive Media Rights Holders for the Games, Viacom18's comprehensive presentation will feature must-watch events for Indian fans, highlight standout Indian athletes, and showcase historic Olympic performances <https://www.sports18.com/> | JioCinema.com

**About Reliance Foundation:** *Reliance Foundation's initiatives have touched the lives of over 22 million young people since 2013 across the country from over 13,000 schools and colleges, enabling an opportunity for a talented kid anywhere to be able to achieve their dream of a career in sport. It is especially committed to ensuring more presence and the success of girls and women athletes in India and designs its programmes in a manner that offers them maximum opportunities. Reliance Foundation's Sports For Development Programme aims to develop the sporting ecosystem in India starting from the grassroots. Through its scholarship and athletics programmes, Reliance Foundation currently supports over 200 athletes in more than 10 Olympic sports. Reliance Foundation also operates three world-class*

*athletics training facilities in India and has partnerships with the IOC, IOA, AFI, and Odisha government. Reliance Foundation runs the Reliance Foundation Young Champs football academy, which is India's highest-rated football academy, with many graduates going on to represent various ISL clubs. Reliance Foundation's approach to developing the football ecosystem includes organising three grassroots initiatives: Reliance Foundation Youth Sports, RFYC Naupang League, and Reliance Foundation Development League. For more information, please follow on: Learn more about India House on [India House website](#), [Instagram](#), [Snapchat](#)*

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