



## **India House – Elevating India’s Global Sporting Ambitions at Paris 2024**

With the IOC Session held in India in October 2023 after a gap of 40 years, India took a giant first step in establishing itself as a key country in the global Olympic movement, showcasing the new, ambitious India to the world. Building on the momentum from the IOC Session, India is taking a bold step forward in its global sporting ambitions with the **first-ever India House** at the **upcoming Paris Olympics 2024**. This landmark initiative aims to propel India towards becoming a dominant force in global sports, fostering greater success at the Olympics and charting a course towards hosting the Games in the future.

India House falls under the ambitions of Reliance Foundation and Indian Olympic Association’s (IOA) [long-term partnership](#) that aims to elevate the performances of Indian athletes, support the national sports federations and build the credentials of India as a global sporting nation, with an aspiration to host the Olympic Games in the future.

### **What is a country house?**

- A cornerstone feature of the Olympic Games, Olympic Hospitality Houses serve as a platform for participating countries to showcase their culture, hospitality, and national pride to athletes, media, visitors, and supporters. These houses serve as a space for fans to celebrate and support their athletes/ teams during competitions, and act as a “home away from home” for athletes and their families during the Games.
- The Olympic House also becomes a place for fans of the country’s team to gather for event “watch-parties” and celebrations during competitive events, and in some cases, athletes who medal make an appearance during the day or evening.
- At the 2016 Rio Olympics, there were more than 35 Olympic committee-affiliated hospitality houses around Rio, with 27 [listed](#) on the official Rio 2016 website. These houses brought up unique experiences to the visiting fans. For example, the Heineken Holland House in Rio had a cry room, a pool, a swim-up bar, and a two-storey video screen streaming the Olympics live. Source: <https://www.vice.com/en/article/jp7q5x/olympic-hospitality-houses-are-a-place-to-cry-and-party-during-the-games>

## India House at Paris 2024 Olympics: Taking India to the world

### A Home Away from Home

- India House at the Paris Games will serve as a showcase of India to the world, to fans from across the world, to key stakeholders from the global sports world, Indian travellers, media and athletes. It will also be the first time that Indian athletes will have a home at the Olympics that will look to celebrate India's sporting achievements and sportspersons.
- The India House will be situated at Parc de la Villette, which is the third-largest park in Paris, 55.5 hectares (137 acres) in area, located at the northeastern edge of the city. During the Olympic games, La Villette is set to become the [Parc Des Nations](https://www.lavillette.com/en/nations-park/) and host Olympic Houses near India House like France (Club France), Netherlands, Canada, Brazil, Mexico, Czech Republic, South Africa and Columbia. Upon entering India House, visitors will be greeted with the sights, sounds, and flavors of India – from tantalizing cuisine to vibrant music, and exquisite textiles to traditional jewellery. Guests will be transported to India's towns and cities to learn about what the country has to offer, aided by transcendental technology. Fans also get to cheer on their favourite Indian athletes be part of community watch parties and celebrate athletes' achievements with dedicated athlete celebrations. All those who enter India House will undoubtedly be moved – figuratively, by experiences like mallakhamb involving the visually impaired and youth; by the likes of yoga, and dance to give them a true taste of India. <https://www.lavillette.com/en/nations-park/>
- India House will embody the nation's unwavering determination for success across all endeavors, particularly in the realm of sports. Additionally, a dedicated section will commemorate India's over 100-year journey since its inaugural appearance at the Olympics, while simultaneously highlighting our future sporting ambitions.
- In essence, India House is poised to transcend boundaries, bridge cultures and foster camaraderie among Olympic enthusiasts – all while showcasing India's rich heritage and boundless potential to the world

Learn more about India House on [India House website](#), [Instagram](#), [Snapchat](#)

### Additional Sources:

<https://olympics.com/en/paris-2024/venues>

<https://tickets.paris2024.org/en/>

<https://www.lavillette.com/en/nations-park/>

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