

New Balance Opens New Store in Surat, Expanding Indian Footprint

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Global athletics footwear-and-apparel brand New Balance has further strengthened its presence in India by opening a flagship store in Surat's prominent VR Surat shopping centre. According to company officials, the launch supports the brand's objective to deepen engagement with active and lifestyle-oriented consumers across India.

Experience Meets Innovation

The new outlet showcases New Balance's leading running and lifestyle models such as the 1080, Rebel, 9060 and the latest M1000 series. Highlighted in the store's line-up are the brand's proprietary cushioning technologies — Fresh Foam X and FuelCell — combining performance engineering with consumer appeal.

Local Connectivity and Global Ambition

"We are thrilled to bring New Balance to Surat — a city known for its energy, ambition, and growing fitness culture," said New Balance India's Country Manager Radeshwer Davar during the launch. The Surat opening underscores an important shift in India's retail-landscape where sports-lifestyle brands are targeting growth beyond traditional metros and reaching tier-II cities with high disposable incomes and emerging fitness trends.

Brand History & Future Momentum

While New Balance first entered India in the early 2000s, it later exited and re-entered the market in 2016. The current expansion is part of a broader strategy to ramp up its retail network and elevate brand visibility. With this new store, the company is positioning to cater not just to performance-driven consumers, but also to lifestyle-oriented shoppers who regard sneakers and athleisure as fashion statements.

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