

New Balance Appoints Janhvi Kapoor as First Indian Brand Ambassador

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Global sportswear and lifestyle brand **New Balance** has announced Bollywood actor **Janhvi Kapoor** as its **first brand ambassador in India**, marking a major strategic milestone as the company works to deepen its presence in one of the world's fastest-growing markets.

The partnership aims to strengthen the brand's connection with Indian consumers by uniting **fashion, fitness, and contemporary youth culture** — areas where Kapoor's rising influence and personal values align closely with New Balance's ethos.

A Strategic Move for India

New Balance has identified India as a key growth market in its Middle East, Africa and India (MEAI) region operations. The appointment of Janhvi Kapoor reflects the brand's ambition to cultivate a deeper, more culturally resonant presence beyond traditional performance-driven marketing.

Radeshwer Davar, Country Manager for India at New Balance, said the collaboration is built on **shared values and mutual creativity**, emphasising how Kapoor's individuality, passion, and confidence reflect the brand's long-term vision.

Kapoor on the Collaboration

Expressing her excitement about the new role, Janhvi Kapoor highlighted her admiration for New Balance's focus on **innovation and celebrating individuality**. She described fashion and fitness as personal forms of self-expression and said that partnering with a brand that encourages authenticity felt like a natural fit.

Blending Fashion and Fitness Culture

Under the deal, Kapoor is expected to feature across New Balance's marketing campaigns and initiatives in India, helping to highlight the brand's versatility across **athleisure, lifestyle, and performance segments**. Industry observers see the move as part of a broader trend where lifestyle and sportswear brands are leveraging celebrity influence to bridge fashion and functional apparel in the rapidly evolving Indian market.

As New Balance continues its India expansion, this collaboration positions the brand to engage with younger, fashion-conscious consumers who value **authenticity, self-expression, and dynamic lifestyle choices**.

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