

Sania Mirza Teams Up with Lotto as Brand Ambassador and Women's Sports Advisor

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Italian sportswear brand **Lotto** has announced a renewed collaboration with Indian tennis icon **Sania Mirza**, naming her its **brand ambassador and Chief Advisor for Women's Sports** — a move aimed at shaping the brand's women-centric product journey and community engagement.

The partnership marks a **homecoming for Mirza**, one of India's most celebrated athletes, whose association with Lotto dates back to when she was just 19, well before she became a Grand Slam champion and standout figure in global tennis. This deeper collaboration reflects Lotto's ambition to build relevance and resonance with today's female athletes and active consumers.

In her expanded role, Mirza will work closely with the brand to **influence women's athleisure and sportswear offerings across footwear and apparel**, bringing her lived experience and perspective to product direction, community initiatives, and storytelling aimed at empowering women in sport and fitness.

Abhishek Ganguly, CEO of Agilitas Group, which manages Lotto in India, said Mirza "represents what Lotto stands for: authenticity, confidence and a way of engaging with sport that goes beyond results." He highlighted her lasting influence at the intersection of sport, culture and community, aligning with the brand's philosophy.

Mirza herself noted that returning to Lotto feels "natural," as it allows her to contribute beyond the tennis court and help shape how women experience sport and movement — making this partnership deeply meaningful both personally and professionally.

This collaboration underlines Lotto's commitment to strengthening its **women's portfolio**, fostering community and relevance in a competitive sportswear market, and leveraging Mirza's iconic status as both an athlete and a role model.

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