

New Balance Grows Retail Presence with Chennai Mall Store

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Global athletic and lifestyle brand **New Balance** has taken another step forward in strengthening its retail footprint in **India**, unveiling a new store in **Chennai's Express Avenue Mall** as part of its ongoing expansion strategy.

The Chennai opening marks one of the brand's latest retail milestones in the region and follows the success of an earlier outlet in the city, underscoring the company's commitment to growing in key urban markets where consumer interest in performance footwear and apparel continues to rise.

Located within one of Chennai's most popular shopping destinations, the Express Avenue retail space will showcase a broad selection of New Balance's performance and lifestyle products — including running shoes, sneakers, casual footwear, and athletic apparel designed for both sport and everyday wear. The mall's accessibility and foot traffic make it a strategic choice for enhancing brand visibility and customer engagement.

Industry observers note that this expansion aligns with New Balance's broader efforts to deepen its presence in India's competitive activewear market, building a network of direct retail outlets that allow shoppers to experience the brand's portfolio in person. This strategy complements existing store launches across metros such as **Bengaluru** and reflects rising demand among Indian consumers for international sportswear brands that combine performance technology with contemporary style.

The Chennai store opening comes amid a surge in demand for athletic and lifestyle products, driven by increased participation in fitness activities and lifestyle fashion trends among young and urban buyers. By investing in new retail locations, New Balance aims to create stronger touchpoints with customers and provide personalized shopping experiences that showcase the brand's global design and comfort innovations at a local level.

As New Balance continues to expand its store count in India, the brand's footprint is expected to grow further into other major cities and lifestyle hubs, tapping into the country's fast-evolving retail landscape and the growing appetite for premium footwear and performance wear.