



Bajaj Champions Tennis as Platinum Sponsor of Chennai Open 2025; Partners TNTA to support India's future tennis stars

- Commits to nurturing young tennis talent under TNTA's 'THE NEXT LEVEL' program

Chennai, October 26, 2025: Serving an ace to strengthen India's tennis future, the Bajaj Group today announced its Platinum Sponsorship of the Chennai Open 2025.

The Bajaj Group also unveiled a partnership with the Tamil Nadu Tennis Association (TNTA) to champion its player development programme - 'THE NEXT LEVEL' – dedicated to nurturing India's emerging tennis stars.

As the Platinum Sponsor of the Chennai Open 2025, the Bajaj Group, one of India's largest and oldest business conglomerates, steps in to support excellence in Indian tennis.

The partnership with TNTA will amplify the impact of 'THE NEXT LEVEL' by providing crucial financial and infrastructural support to promising young players. Initially, Bajaj will support four young women players. In the coming years, Bajaj will support TNTA in developing a comprehensive pathway for young tennis talent.

Sanjiv Bajaj, Chairman & Managing Director, Bajaj Finserv, said, "Tennis is more than a sport for us. It reflects the Bajaj spirit of fairness, agility and resilience. Our sponsorship of Chennai Open 2025 brings the excitement of world-class tennis to passionate fans and deepens our connect with them. Beyond the tournament, tennis also has the power to inspire young people. Together with TNTA, we are enabling budding talent to find the right mentorship and opportunity they need to ace the global stage. This is part of our long-standing commitment to empowering youth – both on and off the court."

Vijay Amritraj, President, TNTA, said, "We are delighted to welcome Bajaj as a Platinum Sponsor for the Chennai Open 2025. Further, TNTA's partnership with Bajaj for 'THE NEXT



LEVEL' initiative stems from our shared vision of fostering inclusivity and access to tennis. With Bajaj's support, 'THE NEXT LEVEL' becomes a transformative platform. We are thrilled to see our young players receive the backing they deserve, and we look forward to seeing them evolve into tennis stars in the international circuit."

As part of 'THE NEXT LEVEL' Player Development Programme, the Bajaj Group will support a significant number of the top 10 promising tennis players, handpicked by TNTA to undergo intensive training, mentorship, and exposure to competitive tennis. The sponsorship ensures that every aspect of the players' development – from coaching and camps to equipment and travel – is fully funded for the next three years, until they transition into the next phase of their tennis careers.

TNTA's 'THE NEXT LEVEL' programme is a part of Bajaj's commitment to contribute to India's growth by supporting youth in areas of academics, employment, entrepreneurship, health, talent nurturing and now - sport. The partnership with TNTA aims to inspire, elevate, and champion excellence in tennis.

About Bajaj Finserv

Bajaj Finserv Ltd (BFS), an unregistered Core Investment Company (Unregistered CIC) under Core Investment Companies (Reserve Bank) Directions, 2016, as amended, is one of India's leading promoters of financial services businesses with consolidated revenue of over ₹ 1,33,822 crore (USD 15.66 billion) for FY2024-25.

BFS and its subsidiaries have served over 308 million customers with a diversified portfolio that helps meet financial needs and build financial resilience of individuals and businesses. Its suite of financial solutions includes consumer and commercial loans, mortgages, auto financing, fixed deposit products, payments, securities brokerage services, general and life insurance, and investments.



BFS is focused on continuous innovation through smart use of technology, data and analytics to drive seamless, simplified and personalized experiences for its customers.

BFS is included in the benchmark BSE Sensex and Nifty 50 index of large cap stocks.

Bajaj Finserv is committed to driving equitable and inclusive opportunities for youth and children through its social impact initiatives. Its social responsibility programmes in the areas of skilling, health, education, protection, and inclusion for people with disability (PwD) are life-transformative and aimed at solving the most pressing issues of society. So far, BFS and its group of companies have touched over 3.4 million lives across the country. The company's flagship self-implemented skilling programme called the Certificate Programme in Banking, Finance & Insurance (CPBFI), enables young graduates from small towns secure employment in the financial services industry.

To know more, visit <https://www.bajajfinserv.in>

About Tamil Nadu Tennis Association (TNTA): Over a Century of Excellence in Tennis

The Tamil Nadu Tennis Association (TNTA) is a 100-year-old institution dedicated to the promotion and administration of tennis across the state of Tamil Nadu. TNTA is proudly affiliated with the All India Tennis Association and the Tamil Nadu Olympic Association, and is officially recognized by the Sports Development Authority of Tamil Nadu.

A Legacy of Champions

Tamil Nadu has long been at the forefront of Indian tennis and is the home ground of some of the nation's most iconic players, including Ramanathan Krishnan, Vijay Amritraj, Ramesh Krishnan, Leander Paes, Somdev Devvarman and many more. This rich legacy is a testament to the vibrant tennis culture nurtured within the state.

Chennai Open: A Global Stage

For over 25 years, TNTA has been the proud organizer of the Chennai Open, India's premier ATP event in various formats. This tournament has not only brought world-class tennis to Indian audiences but also established Chennai as a global sporting destination.



'THE NEXT LEVEL'

'THE NEXT LEVEL' is a groundbreaking initiative by TNTA and is India's only comprehensive player development program of its kind. This program is designed to identify, support, and groom the next generation of tennis champions from Tamil Nadu, empowering them to compete and succeed on the international stage.

Recognizing the unique challenges faced by tennis players, particularly the extensive travel required to participate in national and international tournaments – THE NEXT LEVEL program provides crucial support including travel assistance, expert coaching, world-class training, professional-grade equipment and kits.

This initiative ensures that talented athletes are not held back by financial or logistical constraints and have every opportunity to bring laurels to the State and the Nation.