

Nita Ambani to present ceremonial ‘Match Ball’ to NBA

Reliance Foundation celebrates six years of India partnership with NBA.

Invites stadium full of RF Jr NBA kids to watch the NBA stars live

Mumbai, October 3, 2019

Mrs. Nita Ambani, Chairperson of Reliance Foundation will have the honour of presenting the ceremonial ‘Match Ball’ to NBA officials on 4th October, 2019 ahead of the Indiana Pacers vs Sacramento Kings game. The ceremonial match ball handover is a mark of welcoming the NBA to India for their first ever NBA game in the country.

With the NBA in India for preseason games, Reliance Foundation is celebrating six years of its significant partnership with the League, through the grassroots initiative Reliance Foundation Junior NBA program.

The initiative today has been recognized as the world’s largest Junior NBA program, with a reach of 11 million children from 34 cities in 20 states, inspiring the youth to adopt a healthy and active lifestyle by integrating basketball into physical education.

As part of the celebrations, Reliance Foundation has invited a stadium full of children from its Junior NBA program to get the rare opportunity to watch the first ever NBA game live at the NSCI, Dome on 4th October.

Mrs. Nita Ambani says, “Reliance Foundation is proud to bring the NBA to India and present these children with a fantastic opportunity to witness the magic live at stadium. It has been a deeply fulfilling journey in our partnership with the NBA. I would like to thank the NBA in believing in Indian basketball and for being a great partner on this incredible journey.

The new India is rising as a major player across multiple sports. We are the youngest nation in the world with over 600 million Indians under the age of 25 years, and I strongly believe that the future of Indian sport is bright, brilliant and beautiful”.

About Reliance Foundation

Reliance Foundation (RF), the philanthropic arm of Reliance Industries Limited, aims to play a catalytic role in addressing the nation’s development challenges through innovative and sustainable solutions. Led by Founder and Chairperson Smt. Nita Ambani, RF is relentlessly working towards facilitating transformative changes to ensure overall well-being and higher quality of life for all. Among India’s largest social initiatives, RF is focused on addressing the nation’s development challenges in areas of

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Rural Transformation, Health, Education, Sports for Development, Disaster Response, Urban Renewal, and Arts, Culture and Heritage. Reliance Foundation has touched the lives of more than 29 million people across India, in more than 18,000 villages and several urban locations.

About the NBA

The NBA is a global sports and media business built around four professional sports leagues: the National Basketball Association, the Women's National Basketball Association, the NBA G League and the NBA 2K League. The NBA has established a major international presence with games and programming in 215 countries and territories in 50 languages, and merchandise for sale in more than 100,000 stores in 100 countries on six continents. NBA rosters at the start of the 2018-19 season featured 108 international players from 42 countries and territories. NBA Digital's assets include NBA TV, NBA.com, the NBA App and NBA League Pass. The NBA has created one of the largest social media communities in the world, with 1.6 billion likes and followers globally across all league, team, and player platforms. Through NBA Cares, the league addresses important social issues by working with internationally recognized youth-serving organizations that support education, youth and family development, and health-related causes.

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