



# BADMINTON ASSOCIATION OF INDIA

(Affiliated to the Badminton World Federation and Badminton Asia Confederation)

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## **EXPRESSION OF INTEREST (EOI)**

The Badminton Association of India (BAI) will be hosting the BWF World Championships 2026 from 17–23 August 2026 at the Indira Gandhi Indoor Stadium, New Delhi, India.

As one of the most prestigious badminton events globally, second only to the Olympic Games, the Championships will bring together the world's top athletes, officials, media representatives, and badminton enthusiasts from across the globe.

The Badminton Association of India, in collaboration with the Badminton World Federation (BWF), invites leading sports Brands / Parties and related businesses to express their interest in showcasing their products and services through designated exhibition and promotional spaces at the venue during the event period.

Interested Brands / Parties must submit their Expression of Interest (EOI) by 21 June 2026 to the email addresses mentioned below for further details and allocation procedures:

[info@badmintonindia.org](mailto:info@badmintonindia.org) & [srsanjaymishra@gmail.com](mailto:srsanjaymishra@gmail.com)

Please note that exhibition space is limited and allocations will be made on a first-come, first-served basis.

For further information and submission of EOI, please contact:

Badminton Association of India at [srsanjaymishra@gmail.com](mailto:srsanjaymishra@gmail.com)



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