



To capture a rapidly expanding market, the Japanese sports equipment manufacturer Yonex announced it would double its manufacturing capacity in India to produce complete carbon graphite badminton racquets. Only two-piece starter racquets made of aluminium are now produced by the manufacturer in the nation.

“A lot in India and quite a few people are playing casually and at the club level. Manufacturing this (carbon graphite) racquet will get us into that kind of customer segment where players are looking to get more serious with the sport,” Vikramaditya Dhar, managing director, [Sunrise Sports India Pvt. Ltd](#) said in an interview.

Sunrise is a unit of Singapore-based Sunrise and Co., a distributor of Yonex products in several Southeast Asian markets.

Dhar did not disclose the likely investment in the new venture, but said the new capacity would be built on a five-acre land parcel.

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