

Asics Deepens Chennai Market Presence Through Partnership with Freshworks Chennai Marathon, Launches Asics Running Club



Chennai, 14 Oct 2026:ASICS, the global Japanese sportswear brand, today announced its partnership with the Freshworks Chennai Marathon (FCM) as its Official Sports Goods Partner. The partnership, alongside the launch of the ASICS Running Club (ARC) in Chennai, marks a deeper investment in the city's thriving running culture. While FCM connects ASICS with Chennai's established running community, ARC will foster a consistent, year-round connection with runners through training, experience and shared progress.

With a growing presence across India, the ASICS Running Club is now extending its community to Chennai, bringing runners together through regular training, group runs and coaching support. The club will give runners in the city a dedicated space to build consistency, train together and progress across different stages of their running journey.

The Freshworks Chennai Marathon will take place on January 3, 2027, marking its 15th edition. Powered by Chennai Runners, the marathon brings together runners across four race categories: the Full Marathon, Twenty Miler, Half Marathon and 10K.

As Official Sports Goods Partner, ASICS will engage with runners through the race build-up and event weekend. From ARC training sessions, promotional runs, marathon expo to ASICS House, the partnership will bring the brand closer to participants, with ASICS athletes and coaches also joining the event. The association reflects ASICS' belief in the role of movement in physical and mental well-being, rooted in its founding philosophy of 'Sound Mind, Sound Body', while strengthening its presence within India's growing running culture.

Rajat Khurana, Managing Director, ASICS India & South Asia and Executive Officer, ASICS Corporation, said, "The growth of running culture in India reflects a broader shift in how people are approaching fitness and well-being, with the sport becoming an increasingly important part of everyday life."