

Media Information  
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## **From Grassroots to Greens: Golf for Everyone.**

### **BMW India Foundation and The Golf Foundation join hands to realise India's largest golf talent hunt for underprivileged youth.**

**Gurugram.** In a pioneering effort to make golf more inclusive and accessible, BMW India Foundation has joined hands with The Golf Foundation to launch 'Golf for Everyone' - a nationwide initiative aimed at identifying and nurturing golfing talent among underprivileged children.

Mr. Hardeep Singh Brar, President and CEO, BMW Group India said, "Golf has traditionally been perceived as a sport limited to the privileged few due to accessibility and resource constraints. The 'Golf for Everyone' program seeks to change this narrative by creating opportunities for talented young athletes regardless of their socio-economic background. By bringing golf to the doorsteps of underprivileged children, we hope to foster a truly community-driven sporting culture that celebrates diversity and equal opportunity. BMW India Foundation's vision is to nurture projects that transcend socio-economic boundaries and becomes truly inclusive. We strongly believe projects like 'Golf for Everyone' hold that tremendous transformational power."

As part of this endeavor, BMW India Foundation and The Golf Foundation are conducting India's largest annual golf talent hunt for 2025-26. Through this extensive grassroots golf discovery program, the search for talent will begin with in-school talent identification camps across government and low-income schools. To participate in the talent hunt, children can also WhatsApp "I am Talent" on +91 93106 92833.

Using portable hitting mats, nets, and putting kits, children undergo simple athletic evaluations such as throws, sprints, jumps, and coordination drills. This initial screening helps identify young athletes who show potential in physical agility and coordination.

Children shortlisted from these camps will progress to regional on-range golf camps, hosted at golf facilities across multiple Indian states. Here, participants will be introduced to the fundamentals of golf and assessed for basic skills, creating a bridge between raw talent and formal training. Over 1,800 - 2,000 children are expected to be screened through these multi-stage processes, culminating in a National Talent Hunt that will select approximately 30 promising young golfers to receive advanced support.

The selected children will benefit from a comprehensive support framework that includes regular professional coaching, access to high-quality equipment, tournament exposure, mentorship, and financial assistance. This holistic development program aims to empower these young athletes to pursue golf professionally while also supporting their overall personal growth.

The 'Golf for Everyone' initiative not only aims to identify future champions but also strives to instill values of discipline, perseverance, and sportsmanship among the youth. By democratizing access to golf, the program hopes to inspire a new generation of achievers who will carry forward the legacy of Indian sports on national and global platforms.

### **About BMW India Foundation**

The BMW India Foundation has been set up with the objective of implementing Corporate Social Responsibility programs on behalf of BMW Group Entities in India – BMW Group India, BMW India Financial Services and BMW India Leasing. BMW India Foundation continues to carry forward the existing engagements already undertaken by the BMW Group India entities and endeavors to significantly scale them up to achieve the intended benefits. It aims to drive the corporate citizenship agenda forward through long term commitment for the projects and deeper association with implementation partners for more positive impact.

### **About The Golf Foundation**

The Golf Foundation is India's pioneering non-profit organization dedicated to promoting and developing the game of golf at the grassroots level. Established with the vision to make golf accessible to all, it focuses on discovering and nurturing young talent, especially from underprivileged communities, through structured training programs, talent hunts, and educational initiatives. By fostering inclusivity and encouraging participation, The Golf Foundation plays a vital role in building a sustainable future for golf in India, inspiring the next generation of golfers to achieve excellence both on and off the course.

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