

Herbalife India Joins Team India as Official Nutrition Partner for Aichi-Nagoya 2026

22 September 2026 | News

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Herbalife India, a premier health and wellness company, community and platform, has announced its partnership with the Indian Olympic Association (IOA) as the Official Nutrition Partner for the Indian contingent at the 20th Asian Games, Aichi-Nagoya 2026, being held in Japan from 19 September to 4 October 2026.

The partnership reflects a shared commitment to strengthening the support ecosystem for Indian athletes, with nutrition playing an increasingly important role in preparation, recovery and performance.

Speaking on the partnership, Ajay Khanna, Managing Director, Herbalife India, said, “We are incredibly proud to stand with Team India at the Asian Games. Drawing on decades of global experience in sports nutrition, we are committed to providing the science-backed nutrition support our athletes need to perform at their peak. Beyond the competition, we hope this partnership strengthens India’s sporting ecosystem and inspires people across the nation to embrace a healthier, active lifestyle.”

2026. T. Usha, President, Indian Olympic Association, said, “As our athletes prepare for the rigours of continental competition, the support of credible partners is invaluable to their journey. We are pleased to welcome Herbalife India as the Official Nutrition Partner for the Indian contingent at Aichi-Nagoya 2026. This collaboration further strengthens the ecosystem supporting our athletes, and we look forward to seeing Team India perform with confidence and pride.”

Herbalife India leadership, including Akash Mehrotra, Senior Director – Marketing, and Ratnesh Lal, Senior Director – Public Affairs, officially commenced support for the contingent at the Athlete Send-off Ceremony in New Delhi on 8 September 2026. During the Games, the brand has launched a national campaign across print and social media, spotlighting the Indian contingent’s journey and driving awareness around the critical role of sports nutrition.