

CASE STUDY

Kelme India × The Brand Doc

Performance Wear | Sportswear | Retail | Brand Launch | Media Relations | Press Conference | Digital Amplification

Introducing a Spanish Performance Legacy to India's Grassroots Athletes

The Brand Doc was entrusted to engineer the India entry of global sportswear brand KELME, turning a market launch into a national conversation about the future of Indian sport. Also introduce Project 1000- Legacy of the claw.



100+
TOTAL COVERAGE PIECES

1,250
MEDIA MENTIONS

8.17M
X IMPRESSIONS

75/100
SENTIMENT SCORE

01 / ABOUT THE BRAND

KELME: 65 Years of Performance, Entering India's Fastest-Growing Performance Market

Founded in Spain in 1960, KELME is a global performance sportswear brand with a presence in over 100 countries. Known for engineering-driven design, moisture management fabrics, high-intensity footwear, match-grade apparel, the brand has outfitted clubs like Real Madrid and competed at the highest levels of La Liga and European football for decades.

Its India entry, facilitated by RSN Sports, was a precision move into a market where grassroots sports participation is booming but competition-grade gear remains inaccessible to serious athletes outside metro clubs. KELME arrived with 150+ performance SKUs across football, futsal, basketball, badminton, and other disciplines, and a 1,000 sq. ft. experiential store in Noida as its first experiential home. The brand also announced **'Project 1000- Legacy of the claw'**, with a vision to support 1000 Indian grass root athletes and provide them international standard performance wear, infrastructure and mentorship.

The Indian activewear market was valued at \$11 to 15 billion in 2024 and is projected to reach \$30 billion by 2030, growing at a 12% CAGR. KELME didn't come to sell jerseys. It came to leave a mark.

02 / THE BRIEF

A Repositioning of What Indian Sport Deserves.

When KELME India brought The Brand Doc in as its PR partner, the brief was deceptively simple: announce the launch. But the real challenge was larger. In a sportswear market dominated by Nike, Adidas, and Puma, brands commanding over 70% share of voice combined, a new entrant needed more than a press release. It needed a reason to exist in the Indian conversation.

The insight was hiding in plain sight. India's grassroots athlete community had been underserved for years- training hard, competing seriously, but unable to access the performance gear that professional sport demands. KELME's engineering-first philosophy was precisely the answer to that gap. The Brand Doc's job was to make sure India's sports media, retail media, and general business press understood that.

"We didn't want to just introduce an international brand. We wanted to contribute meaningfully to India's developing sports ecosystem."

That single idea- contribution over commerce, became the narrative spine of everything that followed.

Three Pillars That Turned a Product Launch into a PR Moment

The Brand Doc built the communications strategy around three deliberate choices:

1. Contribution over Commerce

Every placement was anchored in KELME's founding philosophy, engineering sport at match intensity, rather than retail specifics. 'Project 1000', the brand's three-year initiative to identify and support 1,000 emerging Indian athletes, became the campaign's emotional engine. It gave journalists a story worth writing, not just a product worth noting.

2. Multi-Tier Media Architecture

Coverage was placed across a deliberate vertical stack- premium digital retail trade (ET Retail, BW Retail World, Images Business of Fashion), Hindi-language print (Dainik Bhaskar, Punjab Kesari, Amar Ujala), and sports-specific platforms (Zee News, MyKhel, SportzPower). Each tier served a different audience, but carried the same core story.

3. Trending by Design- An Engineered Momentum

The Brand Doc orchestrated a coordinated X (Twitter) amplification campaign on launch day, driving #KelmeIndia to trend nationally- peaking at position 2 in Sports during the launch window. 2,160 influencers, 3,250 posts, 6 million+ reach. This wasn't organic luck.

Numbers That Moved the Needle

40+ JOURNALISTS ATTENDED THE PRESS CONFERENCE	2+ HRS. OF TWITTER TRENDING		
100+ TOTAL MEDIA FEATURES	59 DIGITAL PLACEMENTS		
15 PRINT COVERAGES	7 ELECTRONIC (TV/DIGITAL)		
#2 Peak trend position on X	8.17M X impressions on launch day	6M+ Hashtag reach	2.5% Share of Voice at launch

Coverage spanned ET Retail, Republic, Zee News, MSN, BW Retail World, Images Business of Fashion, Free Press Journal, The Pioneer (PTI wire), Dainik Bhaskar, Punjab Kesari, Amar Ujala, and 40+ regional and vertical publications. Social amplification included placements with influencers at 63K and 143K follower counts, alongside verified X posts from sports journalists and creators.

05 / THE TAKEAWAY

Good PR Doesn't Just Announce. It Positions.

KELME India's launch was never about introducing another international sportswear label into an already crowded market. It was about creating relevance in a country where millions of athletes train seriously, but rarely feel seen by global performance brands.

The Brand Doc identified that tension early. Instead of building the narrative around celebrity associations or retail expansion alone, the communication strategy focused on something larger—performance accessibility for India's emerging athlete ecosystem. That shift transformed KELME from a new entrant into a brand with intent.

From media storytelling and sports ecosystem conversations to social momentum and regional amplification, every layer of the campaign reinforced the same message: KELME wasn't entering India to participate in the market. It was to contribute to the future of Indian sport.

The result was more than visibility. In a single launch cycle, KELME established relationships, relevance, and credibility across business, retail, sports, and regional media—giving the brand a distinct position in one of the world's most competitive sportswear markets.

“Great launches create attention. Strong brand narratives create belonging.”

THE BRAND DOC

Strategic Communications · PR · Brand Narrative