

Now, Badminton World looks at Indian market

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New Delhi, April 30 (IANS) After cricket, hockey and football, the [badminton](#) world is looking at India as a preferred hub. The just-concluded third edition of the India Open Super Series here has created a market buzz for more international events.

The [Badminton World Federation](#) (BWF) is obviously pleased with the way the \$200,000 event was organised at the Siri Fort Sports Complex as it did not waste time in recognising the Indian leg on a par with other major Super Series. The event, originally allotted for three years in 2011, got an extension till 2017 last year.

The immediate offshoot of the successful conduct of the Tier-2 event at the Siri Fort world class infrastructure is the allotment of the prestigious Tier-1 2014 Thomas Cup and Uber Cup finals to India. The Thomas, Uber, and Sudirman Cups, Olympics, and World Championships are all Tier-1 events while the Super Series tournaments are in tier-2. Tier-3 tournaments are Grands Prix and finally come the Level-4 International Challenge Series.

"The infrastructure and the stadia are excellent and the players are very happy with the arrangements. We see a huge potential here and that's why India Open was preferred over Swiss Open which was relegated to Grand Prix Gold," BWF deputy president Paisean Rangsitpho told IANS.

"India has one of the best venues. The Siri Fort Sports Complex can accommodate five playing courts while there are many more for practice and that helps in running through the initial rounds as scheduled without undue delay," he added.

BWF secretary general Thomas Lund is impressed with the steady improvement in the conduct of India Open with each passing year and importantly the growth of the sport in India.

"The infrastructure is good here. I have been seeing the India Open Super Series over the years and I have to say that things are improving with each passing year," Lund told IANS.
