

A World Class Badminton Shoe in the Indian Market - Hundred's Blade Lite



Bengaluru, Karnataka Apr 30, 2024 ([Issuewire.com](https://www.issuewire.com)) - Introducing Hundred, a burgeoning force in the world of sports, heralding a new era of innovation and performance. With its roots in Singapore, Hundred's products are meticulously crafted for excellence, with manufacturing and assembly predominantly based in India. Specializing initially in badminton, Hundred is now expanding its horizons, gearing up to make its mark across all sports.

On April 9th, 2024, Hundred unveiled its latest marvel: the Blade Lite badminton shoe, weighing a mere 285 grams. The Blade Lite, the latest addition to the acclaimed Blade series, boasts extra-cushioned heels crafted with Hundred's signature X-cushion technology. Designed to empower badminton players, this lightweight masterpiece facilitates effortless jumps and longer strides, unleashing players' full potential on the court.

"The inception of Blade Lite was a result of the success of our Blade shoes. Modern players want firmer landings with lesser impact. That is what Blade Shoes achieved. Now with Blade Lite, the impact on the higher-up kinetic chain is even lessened; further enabling the player's zeal to play difficult trick shots on the court without the weight of a heavy shoe," says Manak Kapoor, Founder of Hundred.

But Hundred's innovation doesn't stop there. Their range of badminton shoes combines lightweight design with style and functionality, featuring breathable upper mesh and supportive phylon midsoles. Powered by X-cushion technology, these shoes offer unparalleled support and comfort, essential for the dynamic movements of indoor sports.

Beyond footwear, Hundred introduces an array of advanced badminton rackets, meticulously crafted from Japanese Graphite to redefine excellence in performance. Focusing on lightweight construction and smashing power, these rackets cater to the demands of modern badminton players.

Hundred's commitment to quality extends to its manufacturing ethos, proudly aligning with the "Make in India" initiative. By championing local craftsmanship and materials, Hundred showcases its dedication to superior quality and economic empowerment.

At Hundred, the mission transcends mere product offerings. With a dedication to inspiring and empowering athletes of all levels, Hundred constantly innovates, leveraging cutting-edge technologies to ensure their products remain at the forefront of sporting equipment evolution.

Gear up for success with the all-new Blade Lite and explore Hundred's range of groundbreaking products, available at leading sports retail outlets nationwide and conveniently online at in.hndrd.co.



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