

Media Information
13 January 2024

Teeing Up Excitement: BMW Golf Cup 2024 commences in India.

The largest international tournament series for amateur golfers.

15 Golf tournaments in 9 cities at the finest golf courses across India.

**#BMWGolfCup2024 #DrivenByPassion #BMWGolfSport #BMWIndia
#SheerDrivingPleasure**

Gurugram. BMW India kick starts its India edition of the largest amateur golf tournament – The BMW Golf Cup 2024 in Chennai. The much-awaited golf tournament will be held at spectacular golf courses across Chennai, Bengaluru, Hyderabad, Pune, Mumbai, Ahmedabad, Noida, Kolkata and Gurgaon. The winners of the regional tournaments will compete at the national finals which will be held later in 2024.

BMW Golf Cup, one of the world's largest amateur golf tournament series can trace its roots back a quarter of a century to a British-based initiative that ran on its own for five years before going international. The tournament started as the BMW Invitation Tournament in UK. It has now developed into a global series with 1,000 qualifying tournaments involving 100,000 players in up to 50 countries. The best players from each nation qualify for the highlight, the BMW Golf Cup World Final.

Mr. Vikram Pawah, President of BMW Group India, said, "BMW Group India has consistently championed the sport of golf, nurturing its growth from grassroots to the professional stage in the country. The BMW Golf Cup stands as an exemplary tournament in every aspect. Providing an exceptional platform, it allows amateur golfers to refine and exhibit their skills amidst the breathtaking settings of some of the finest golf courses in the nation. Undoubtedly, the BMW Golf Cup remains a pivotal highlight of the year and a coveted title that every amateur golfer aspires to claim."

An exclusive, invitation-only event, the BMW Golf Cup 2024 is open to golfers who are members of recognised golf clubs in country. The tournaments are held in accordance with the rules of the respective local golf club. It is also a loyalty program that rewards BMW customers with a chance to qualify for one of the largest amateur golf tournaments in the world. BMW India dealers

identify amateur golfers amongst BMW owners who would be interested in participating in the tournament.

India is one of 50 participating countries at the World Final of BMW Golf Cup 2024 which is a global series with 1,000 qualifying tournaments involving 100,000 players. The BMW Golf Cup is an amateur golf tournament series designed for customers, prospects and opinion leaders and provides the right mix for an exclusive social interaction.

The BMW Golf Cup has three categories, A (for handicaps up to 12), B (for handicaps 13 – 28) and Ladies Category (for handicaps up to 28). The winners, runners-up and second runners-up of the individual handicap categories qualify for the National Final. The winners in each of the three handicap categories in the National Final qualify to take part in the World Final of BMW Golf Cup.

If you have any queries, please contact:

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