

Max Capital Management Holding Ltd (MCM) and Global Brand Partners Pte Ltd (GBP) Enters into Partnership

English ▾

NEWS PROVIDED BY
Max Capital Management →
Sep 28, 2018, 04:16 ET

SHARE THIS ARTICLE



KUALA LUMPUR, Malaysia, Sept. 28, 2018 /PRNewswire/ -- Max Capital Management Holding Ltd (MCM) is now officially becoming one of the angel investors of Global Brand Partners Pte Ltd (GBP). A signing ceremony was held at Hilton Hotel, Petaling Jaya on September 13th, attended by more than 100 participants. Present at the signing ceremony were Adj. Prof. Maxshangkar, the founder and group CEO of MCM, and Mr. Killick Datta, the founder and CEO of GBP.



MCM Entering Partnership With GBP From Left to Right: Mr. Killick Datta, the founder and CEO of GBP and Adj. Prof. Maxshangkar, the founder and group CEO of MCM

Speaking at the event, Mr. Killick Datta pointed out that fitness is currently the single fastest growing category in the sports industry. The fitness market is growing worldwide and more and more people are becoming health conscious and flocking to the fitness studios and gym. Fitness training is also now a part of every sports. The timing to enter the fitness activewear sector is important to ensure success in this industry. He also quoted that "Gym is the new pub" as a meeting place for young people. Fitness used to be more feminine, and strength training was just for bodybuilders. Those days are over. Today, fitness has become a lifestyle, has diversified enormously and covers very different areas and target groups. This category has also grown rapidly as Activewear that also now become a part of Streetwear.

In a brief remark by Adj. Prof. Maxshangkar, he shared with the GIC members that GBP is in the blue ocean of a USD200Bil sportswear industry. With the experienced management team that created many infamous international sports apparel brands, MCM believed this will be a sound and solid investment.

About Max Capital Management (MCM) Group

MCM was founded in 2012 with the vision to be a one-stop solution global Project Management Consultancy provider for real estate industry players, from land owners, developers, contractors, property investors, home buyers to tenants. It has since evolved into an investment holding company that have invested into various businesses around the world, from property development and management, wellness properties, intellectual properties such as books, movies and music, motel and resort, fashion and fitness, education, e-commerce, art & culture, trustee, etc.

About Global Brand Partners Pte. Ltd., Singapore (GBP)

Founded by industry veterans Mr. Killick Datta and Mr. Peter Koral, Global Brand Partners Pte. Ltd. (GBP) designs, develops and markets innovative performance and fashionable footwear, apparel and accessories for men, women, and children, for distribution globally.

Global Brand Partners mission statement: GBP will aggressively and profitably market brands worldwide with high quality and well-designed products supported by strong and distinct marketing strategies and in the process establish a strong, financially well managed company, highly recognized for its quality of employees, distributors and excellent customer service.

SOURCE Max Capital Management