

Hero Future Energies signs two-time Olympic medallist PV Sindhu as brand ambassador

Partnership brings together Sindhu's journey of sporting excellence with HFE's ambition to power India's next phase of growth

New Delhi, August 15, 2026: Hero Future Energies (HFE), the renewable energy arm of the Hero Group, today announced the appointment of PV Sindhu, two-time Olympic medallist and 2019 World Champion, as its brand ambassador.

The partnership brings together two journeys that reflect the ambition and determination of a new India. While Sindhu has inspired the nation through her achievements on the global sporting stage, HFE is contributing to India's growth through its work in renewable energy and the transition towards a cleaner, more sustainable energy future. The association reflects a shared belief in pushing boundaries today to create greater opportunities for the generations to come.

On welcoming PV Sindhu, Rahul Munjal, Founder and Chairman, Hero Future Energies, said:

"India is at an important point in its journey, with the opportunity to build an economy that is not only larger, but cleaner, more energy-secure and future-ready. Sport and clean energy may be very different fields, but both are driven by the same belief that progress comes from setting ambitious goals and staying committed to them. PV Sindhu has played an important role in shaping India's sporting story, while HFE is working to build the energy foundation for India's next chapter of growth. We are very pleased to have Sindhu join us as our brand ambassador and look forward to using this partnership to celebrate and contribute to the India we are building."

On her association with HFE, PV Sindhu said, "I have seen what India can achieve on the world stage, and I believe we are only getting started. Clean energy will be an important part of what comes next, powering the way India grows and creating a better future for the generations that follow. I am proud to partner with Hero Future Energies and contribute in my own way to this journey."

PV Sindhu's journey, from a young athlete to a two-time Olympic medallist and World Champion, has made her one of India's most recognised sporting icons. Her achievements have helped strengthen India's presence on the global sporting stage and inspired millions of young Indians to aspire to excellence.

HFE brings the legacy of the Hero Group to another defining opportunity for India. As one of the early players in the country's renewable energy sector, HFE has been part of India's clean energy journey for the last 14 years, building scale and capabilities as the sector has evolved. Today, HFE has a total portfolio of 7.7 GWp of renewable energy assets and 2.9 GWh of battery energy storage capacity, including operational and under-development projects. The company is now entering its next phase of growth, with a significant portion of its portfolio comprising complex renewable energy projects, including Firm and Dispatchable Renewable Energy (FDRE) and Round-the-Clock (RTC) power solutions. HFE is also building a larger and more diversified portfolio across emerging areas such as energy storage and green hydrogen.

With this next phase of expansion, HFE is looking to play a larger role in meeting India's growing energy needs and supporting the country's transition to a cleaner and more energy-secure future. The

partnership connects these two journeys of nation-building; Sindhu representing India on the world stage, and HFE helping build the energy foundation for India's next phase of growth

About Hero Future Energies

Hero Future Energies (HFE) is a global renewable energy company and part of the illustrious Hero Group, one of the most respected business houses. Established in 2012 with the philosophy of 'Profit for Purpose', HFE aims to contribute towards preserving the environment for future generations.

HFE has a global portfolio of 7.7 GWp of renewable energy assets and 2.9 GWh of battery energy storage capacity across India, Ukraine, Vietnam and the UK, including both operating and under-development projects. Beyond conventional wind and solar PV assets, HFE's portfolio includes advanced high-CUF solutions such as hybrid power, peak power, firm and dispatchable renewable energy (FDRE) and emerging technologies including energy storage and green hydrogen.

HFE also partners with commercial and industrial customers in hard-to-abate sectors such as chemicals, refining, manufacturing, steel, cement and transportation, supporting them in their net-zero transition. The company is backed by leading global investors including the International Finance Corporation (IFC) and KKR.

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