

News Release

BASF and cultsport take comfort to a new level in footwear with Elastopan®

Mumbai, India – February 28, 2022 – cultsport, India’s premium sportswear brand, has launched a collection of running and training shoes with insoles made of BASF’s Elastopan® PU system. When made with Elastopan, the insole is 25% lighter than similar materials yet delivers better shock absorption and up to 50% higher rebound, so consumers experience greater comfort and more power with each stride when wearing the cultsport running and training shoes.

“Our extensive research of the cult.fit fitness community in India shows that the greatest need in performance footwear is comfort and support,” said Puspen Maity, Business Head, cultsport. “Running and training shoes that provide bounce, support, and flexibility enable a comfortable workout or satisfying running session. With BASF’s Elastopan in the insole of the running and training shoes, we have achieved the high level of comfort our consumers in India are looking for in their shoes.”

The materials are easy to process and enables optimal setting time which minimizes wastage.

“Our cooperation with cultsport showcases BASF’s commitment to our customers and how we have the right material to suit their requirements. We are excited to support rising industry trailblazers by bringing their innovative ideas to fruition,” said Minli Zhao, Vice President, Consumer Industry, BASF Performance Materials, Asia Pacific.

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cult.fit launched cultsport, a premium sportswear brand in 2019, to deliver the latest performance-packed characteristics and great-looking sportswear for Indian fitness enthusiasts.

Click [here](#) to find out more about Elastopan® insole.

About cultsport

cultsport is a performance wear brand from the house of cult.fit - India's largest health and fitness platform. cultsport offers a variety of premium workout and sports gear for fitness enthusiasts & the everyday athlete to help them improve their performance and look good. To bring top-notch products to the Indian audience with a foot forward in fashion, longevity, and functionality, cultsport aims to bring the best performance gear for all sports formats. You can check out cultsport on the cult.fit app - available on Android and iOS & many other e-commerce platforms. For more information on cult.fit & cultsport: www.cult.fit

About BASF

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. Around 111,000 employees in the BASF Group contribute to the success of our customers in nearly all sectors and almost every country in the world. Our portfolio comprises six segments: Chemicals, Materials, Industrial Solutions, Surface Technologies, Nutrition & Care and Agricultural Solutions. BASF generated sales of €78.6 billion in 2021. BASF shares are traded on the stock exchange in Frankfurt (BAS) and as American Depositary Receipts (BASFY) in the U.S. Further information at www.basf.com.

About BASF's Performance Materials division

BASF's Performance Materials division encompasses the entire materials' know-how of BASF regarding innovative, customized plastics under one roof. Globally active in four major industry sectors – transportation, construction, industrial applications and consumer goods – the division has a strong portfolio of products and services combined with deep understanding of application-oriented system solutions. Key drivers of profitability and growth are our close collaboration with customers and a clear focus on solutions. Strong capabilities in R&D provide the basis to develop innovative products and applications. In 2021, the Performance Materials division achieved global sales of €7.29 bn. More information: www.plastics.basf.com.