

UBS Athletics Kids Cup – Report June 2026

The movement is becoming part of India's future sports ecosystem.

In a nutshell

Season Three is now fully underway. Across Ahmedabad, Chennai, Mumbai, Pune and Hyderabad, more than 60,000 children have already taken part in the first weeks of competition before the summer break.

But this season is about more than participation numbers. For the first time, the UBS Athletics Kids Cup is expanding beyond schools and becoming part of a wider movement that connects children, educators, communities and future sporting ambitions.

As schools prepare to reopen after the holidays, the next phase of the season is about to begin. One thing is already clear:

The dream is growing.

The first weeks of Season Three have demonstrated the continued growth and relevance of the UBS Athletics Kids Cup across India.

- 60,000+ children reached before the summer break
- Five active cities: Mumbai, Pune, Hyderabad, Ahmedabad and Chennai
- Summer Camps integrated into the AKC ecosystem for the first time
- New strategic relationships established with key regional stakeholders
- Roadmap towards Regional Finals and Grand City Finals confirmed



Ahmedabad joins the movement building a sporting legacy for the future

One of the most important milestones of Season Three was the official launch of the UBS Athletics Kids Cup in Ahmedabad. The season was introduced through a dedicated media conference that attracted significant interest from local media, educational institutions and sports stakeholders.

More than **50 media outlets** across print, digital and broadcast channels covered the launch and its vision for youth athletics development. Ahmedabad is increasingly positioning itself as one of India's future sporting hubs, with the city expected to play a significant role with the **Commonwealth Games 2030** and potentially future **Olympic ambitions**.

The UBS Athletics Kids Cup aims to contribute to this long-term vision by strengthening the grassroots foundation of athletics and creating opportunities for thousands of children to experience sport at an early age. Great sporting nations are not built through elite performance alone. They are built through strong grassroots systems that inspire children to move, learn and dream.

The launch in Ahmedabad marks another important step towards building such a system.



UBS Athletics Kids Cup Season 3 Launches in Ahmedabad

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UBS Athletics Kids Cup Season 3 Launches in Ahmedabad

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Summer Camps keep the movement alive

For the first time, Summer Camps have become part of the UBS Athletics Kids Cup ecosystem. Traditionally, the journey paused when schools closed for the holidays. This year, local Summer Camps integrated athletics training and AKC-inspired competitions into their programmes, allowing children to continue running, jumping and throwing throughout the break.

This development marks an important milestone for the initiative. By extending activities beyond the classroom, the UBS Athletics Kids Cup is evolving from a school-based competition into a year-round movement that encourages children to stay active, develop healthy habits and remain connected to sport.

The Summer Camps also create new opportunities to engage families, local communities and coaches, strengthening the ecosystem that supports children's development through movement. Because movement should not stop when school closes.



Dreamers inspiring dreamers

During visits to the Summer Camps, we met two young athletes whose stories perfectly reflect the spirit of the initiative.

Jia Chavan, featured in our DREAMS campaign, continues to pursue her passion for athletics with remarkable enthusiasm and determination. Seeing her train alongside other children was a powerful reminder of how sport can nurture confidence and ambition from an early age.

We also met **Shraddha Bhamre**. Shraddha won gold at the Grand Mumbai City Final and established herself as one of the competition's standout athletes. Today, at the age of 16, she is no longer eligible to participate in the UBS Athletics Kids Cup. Yet her connection to athletics remains stronger than ever. She continues to train, compete and pursue her sporting ambitions.

Their stories demonstrate that the true impact of grassroots sport goes far beyond performance results. When children inspire other children to move, dream and believe in themselves, a powerful cycle begins.

The UBS Athletics Kids Cup aims to create exactly these moments. Because the most meaningful legacy of sport is not measured in medals. It is measured in the lives it influences and the dreams it helps unlock.



Jia Chavan



Shraddha Bhamre

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Building alliances beyond sport - Strengthening the ecosystem

As the UBS Athletics Kids Cup continues to grow, so does the network of organisations that share a common vision for youth development, education and healthier communities.

One important step in this direction has been the strengthening of relationships with the Pune International Center. The dialogue creates opportunities to connect sport, education, leadership and community development while helping establish a broader ecosystem around movement and youth engagement.

The UBS Athletics Kids Cup was never intended to be only a competition. It is designed as a platform that brings together schools, teachers, parents, institutions, partners and communities around a common goal. Building such an ecosystem takes time. But it is the foundation for sustainable impact at scale. There's more to come.



Looking ahead - The road to the Regional Finals and Grand City Finals

With schools preparing to reopen after the summer holidays, attention now turns towards the next phase of the season. Over the coming months, children will continue their journey from school competitions to the Finals across all participating cities.

These events will culminate in the Regional and the Grand City Finals between November 2026 and January 2027, where the strongest performers from each city will come together to celebrate their achievements and continue their athletics journey. For all of them, it will be another step towards bigger dreams.

Date	Event Name	Details
21 Nov 26	Regional Finals	Thane
28 Nov 26	Regional Finals	Raigad
05 Dec 26	Regional Finals	Mumbai Suburbs
12 Dec 26	Regional Finals	Palghar
02 Jan 27	Regional Finals	Mumbai City
16 Jan 27	Grand City Final	Mumbai
24 Nov 26	Regional Finals	Hyderabad
27 Nov 26	Regional Finals	Secunderabad
18 Dec 26	Grand City Final	Hyderabad
01 Dec 26	Regional Finals	Pune
04 Dec 26	Regional Finals	Pimpri Chinchwad (PCMC)
08 Jan 27	Grand City Final	Pune
Oct 26	Regional Finals	Chennai North
Oct 26	Regional Finals	Chennai South
14 Nov 26	Grand City Final	Chennai
02 Dec 26	Regional Finals	Gandhinagar
09 Dec 26	Regional Finals	Ahmedabad East
16 Dec 26	Regional Finals	Ahmedabad West
10 Jan 27	Grand City Final	Ahmedabad

As the Season Three is in full swing, our mission remains clear:

- To create opportunities for more children to move.
- To help them build confidence.
- To strengthen communities through sport.
- And to continue building an ecosystem capable of inspiring one million dreamers across India.

Because every great journey starts with movement.
#OneMillionDreamers #MovementBuildsMinds #WeMoveTheKids

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