Pics: Ajay Kumar Gautam

Gurgaon swings into action as women's golf takes centre stage

Some of the world's top golfers have gathered in Gurgaon for the 18th edition of the Hero Women's Indian Open, with 114 players from 32 nations, including 30 Indians, competing at DLF Golf and Country Club from October 22 to 25. "Sanctioned by the Ladies European Tour (LET), the tournament is one of South Asia's biggest women's golf events, with a prize purse of USD 500,000 – five times its original amount. It remains the only Ladies European Tour event in South Asia," says a representative from the brand. The field features four past champions: defending champion Shannon Tan (2025), Liz Young (2024), Camille Chevalier (2017) and three-time winner Pornanong Phatlum (2008, 2009 and 2012).

October is observed worldwide as Breast Cancer Awareness Month, with the pink ribbon serving as its international symbol. On October 22, the opening day of the tournament, all participating players will wear pink ribbons in support of breast cancer awareness, bringing a message of solidarity to the event.

The two-wheeler manufacturing brand's team adds, "Having been the title sponsor for over 15 years, since the tournament joined the Ladies European Tour in 2010, our brand has supported women's golf in India well beyond the tournament itself. This includes the Hero Women's Pro Golf Tour, one of India's premier domestic circuits for women, and direct support for Indian women golfers, including Diksha Dagar, Tvesa Malik and Pranavi Urs. Pranavi Urs, our brand ambassador, became the first Indian woman to win an Asian Games gold medal in golf and won team silver alongside Aditi Ashok and Diksha Dagar, securing India's first-ever Asian Games medal in the women's team event. Launched in 2011, the tour has grown into one of India's premier domestic circuits for women, featuring 15 events in 2024."

"The Hero Women's Indian Open has evolved beyond a flagship event on the LET calendar, emerging as a driving force in the growth of the game and the elevation of India's presence on the global golfing stage. Today, it stands as a testament to the growing strength and ambition of women's sport in India, championing equality, celebrating excellence and creating opportunities that will shape the future of the game. It is both humbling and a matter of immense pride to witness the growing stature of women's golf in India and the determination with which these athletes pursue excellence. Their achievements go far beyond titles and trophies; they help reshape societal perceptions, open doors for future generations and inspire young girls to dream big and pursue their aspirations without limits. Every milestone they achieve brings us a step closer to a future where talent, opportunity and ambition know no boundaries," said Dr Pawan Munjal, Executive Chairman, Hero MotoCorp.

