

Official Commonwealth Games 2010 merchandise now available at all Fast Trax outlets

Fast Trax Food Pvt. Ltd. is a venture by the Rs. 1000 crore Hind Group, India's largest food processing company. With more than 22 local outlets, Fast Trax serves over 10,000 customers each day in more than 22 locations across NCR Delhi

Sept. 28, 2010 - [PRLog](#) -- Merchandise includes –

Shera and CWG 2010 logo t-shirts
Stuffed Shera toys
Unique Shera puzzles
Shera and CWG 2010 sippers
Magic mugs and glasses with a secret surprise
Shera head gear in different colours
Shera coffee mugs

New Delhi, September 28, 2010 – Official Commonwealth Games 2010 merchandise is now available at all Fast Trax city outlets in New Delhi. Fast Trax Food Pvt. Ltd. is the food licensee for all 12 CWG 2010 stadiums and the Media Village at ITPO.

As a CWG partner Fast Trax will be serving over 2 million eager spectators, across 97 outlets in all the 12 stadiums. Fast Trax will also be selling CWG tickets at their restaurants located all over the city, along with iconic CWG merchandise.

The trendy memorabilia is on display at all Fast Trax city outlets and is available for immediate purchase.

"Beyond the obvious, every great sporting event is associated with two things. The food served at the venue and the memorable logo t-shirts, caps, or key chains you buy at the stadiums. We are extremely proud to be the exclusive food licensee for the CWG 2010 and are eager to serve some of the best, most delicious meals possible at prices affordable to everyone. We are also thrilled that we will be able to create a lasting association with the Games by selling great memorabilia at our outlets," said Samar Qureshi, Director, Fast Trax Food Pvt. Ltd.

The CWG 2010 merchandise, available at Fast Trax consists of Shera head gear that comes in different colours and can be worn in 13 different ways. A metallic Shera sipper is extremely efficient and keeps your liquids cool. Shera puzzles and stuffed toys, which come with a Fast Trax 'Play Meal' and are very popular amongst children of all ages. The CWG t-shirts are dry fit and come in three different colours; ideal for gifting or cheering on your favourite sports team.

All the items are reasonably priced, ranging from Rs.100 for a mug to Rs. 295 for a t-shirt.

About Fast Trax Food Pvt. Ltd.

Fast Trax Food Pvt. Ltd. is a venture by the Rs. 1000 crore Hind Group, India's largest food processing company. With more than 22 local outlets, Fast Trax serves over 10,000 customers each day in more than 22 locations across NCR Delhi. Filling the gap between international fast food and quality conscious Indian flavouring, Fast Trax believes in the authenticity of its ingredients and stresses the importance of non-processed meats in all its products. Wildly popular amongst all age groups and fondly referred to as simply 'Fx', the food chain is soon becoming India's number one choice for a quick bite.

For further information, please visit <http://www.fasttrax.co.in>

Should you need any additional assistance, we would be delighted to help.

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