



Former Indian cricketer S. Badrinath launches 'Mind Masters by MFORE' to create awareness on the importance of mind skills and mind conditioning in sports

Star Sports 1 Tamil to launch a new show 'Mind Masters by MFORE' on 10th May highlighting the need and importance of mind skills training with sports personalities across various sports

Ace Cricketers, Dhoni and Kohli, share their thoughts on mind conditioning and mind skills in sports on the pilot episode

Wednesday, 6th May 2020: Former Indian Cricketer S. Badrinath along with Saravana Kumar today launched MFORE, a Non-Profit Initiative offering Mind Conditioning Programs to achieve peak performance in Sports. MFORE offers mental toughness and mind skill training for players, coaches, parents, referees and the extended sporting ecosystem across all sports. The main objective of MFORE is to remove the interferences caused by the Mind and enable the player to perform to their true potential. It will also identify needs of the sporting ecosystem and fulfill them with customized training programs that in turn brings in a culture of mind conditioning and mind skills training among the sports fraternity in India. Badrinath will get together with famous sportspeople of the country on a specially curated show, 'Mind Masters by MFORE' on Star Sports 1 Tamil, every Sunday 7 pm onwards.

With the need and importance of mind conditioning to achieve peak performance in sports – MFORE aims to build simple and sustainable training programs for players, coaches as well as parents. These programs will help them overcome anxiety, self-doubt, fear etc., and achieve peak performance consistently. By unleashing the power of their minds, MFORE intends to train sportspersons to get through any hardships effortlessly

Founder of MFORE and Former Indian cricketer S. Badrinath sheds light on Mind skills training for sportspersons, *"Having undergone mental conditioning coaching during my playing days, I can vouch that it can bring in a positive difference in the players' performance.*

Former teammates and ace Indian Cricketers like Mahendra Singh Dhoni and Virat Kohli also accept the need of Mental conditioning to get to the fullest potential.

Mahendra Singh Dhoni highlights the importance of Mental strength for the sporting ecosystem and the need of mental conditioning, *"In India, I feel there is still a big issue of accepting that there is some weakness when it comes to the mental aspects, but we generally term it as mental illness. Nobody really says that, when I go to bat, the first 5 to 10 deliveries my heart rate is elevated, I feel the pressure, I feel a bit scared because that's how everybody feels - how to cope with that? This is a small problem but a lot of times we hesitate to say it to a coach and that's why the relationship between a player and coach is very important be it any sport"*

Indian cricket team captain Virat Kohli talks about how players can overcome difficult situations through mind skill training *"I think mental health and mental clarity is the most important factor in life; not just in*



sports. Badrinath and MFORE helping these cricketers will go a long way in them understanding themselves better and going out there and performing despite the conditions and situations being difficult for them”

Coaches play an important role in the players’ performance and accomplishments. The coach player communication is of pivotal importance – MFORE will conduct workshops for coaches, preparing them to understand the mental side of their players. With a strong belief in working along with the coaches to influence the player, MFORE will contribute largely to the sports fraternity in enabling players to perform to their true potential.

Legendary Cricketer Mahendra Singh Dhoni highlights the importance of a mental conditioning coach,
“Mental conditioning coach should not be the one who comes for 15 days, because when you come for 15 days you are only sharing the experience. If the mental conditioning coach is constantly with the player, he can understand what are the areas which are affecting his sport.”

MFORE in this venture will partner with Star Sports; India’s leading broadcaster, to launch a series called ‘MIND MASTERS by MFORE’ on Star Sports 1 Tamil. The five- episode series will feature top sports personalities interacting with MFORE founder S. Badrinath on the importance of Mind Training and Mental Toughness in Sports.

Speaking on the partnership, Star Sports 1 Tamil Spokesperson said, “We believe that a small step towards practicing positivity and mental strength makes a big impact in your life and more so for any sports person. The power of mental strength and conditioning is an important aspect for a sportsperson. We are happy to partner with MFORE in this non-profit initiative and to provide a platform where we bring stories of sports personalities closer to our viewers.”

Mind Masters by MFORE will telecast on Star Sports 1 Tamil from 10th May onwards at 7pm, every Sunday with MFORE Founder S. Badrinath interacting with a guest from the sports fraternity

About MFORE

MFORE is a Non-Profit Initiative offering Mind Conditioning Programs to achieve peak performance in Sports. Our aim is to remove the interferences caused by the Mind and enable the player to perform to their true potential. In other words, “We stop the players from stopping themselves”. We closely work with team’s coaches to identify the needs of the players and come up with customized training programs. Our modules are delivered through one-to-one sessions, group sessions and outbound team bonding activities. Our vision is to bring in a culture of mind skills training among sporting fraternity in India through simple and sustainable programs.