

The Brother Who Believed

Dreams need support. And in Madan's case, it came in the form of his elder brother — Kamal Kumar. A man of quiet strength and clear focus, Kamal believed in the dream just as fiercely

While Madan focused on making the perfect gear, Kamal stepped up to manage the growing sales and customer needs. The division of roles was unspoken but powerful:

- One built the product
- The other built the bridge to the world

Together, they turned a solo vision into a family mission. Their home wasn't just a house anymore — it was the first Hanah Sports workshop.

"When vision meets support, a legacy begins."

The Spark in 1989

In 1989, when India was still opening its eyes to global sports culture, Madan Kumar, a young man from Delhi, had a fire in his heart and a vision in his mind. He noticed something missing — India had no sports brand that truly supported fighters.

Sure, equipment was available, but it was either overpriced or poorly made. Fighters trained hard but had to compromise on their gear. This frustration gave birth to a bold idea:

"Why not build a brand that gives Indian fighters what they truly deserve — *quality gear at an honest price?*"

With no factory, no team, and no big investment — just a strong will and a corner of his own home, Madan Kumar began handcrafting fighting gear. Gloves, pads, belts — made not by machines, but by heart.

Where belief meets craftsmanship

The Turn of the Millennium – 2000

After 11 years of relentless dedication, 2000 brought a turning point. The gear made at home was now used in dojos, karate schools, and local tournaments. Word had spread

That year, the brothers converted their home workshop into a proper retail + manufacturing space. The small brand that started in a room had earned its place in the market.

And with this growth came recognition — Hanah became ISO Certified, a proud stamp of quality, proving that Indian hands could match international standards

It wasn't just a business move. It was a message to every Indian fighter

"We don't make products. We craft tools for warriors."

Crafted for Fighters, Not Consumers

Unlike big brands focused on profits, Hanah was built around passion for the fight. Every product came from conversations with real martial artists, coaches, and students.

The team listened. They observed. They redesigned based on need.

If a glove wasn't flexible enough, they fixed it. If a headgear didn't fit juniors, they made smaller versions.

Hanah became more than a supplier — it became a partner to thousands of athletes. From karate to MMA, taekwondo to boxing, Hanah was slowly becoming a name you trusted in the ring.

They weren't chasing trends.
They were solving real problems.

Testing Times and True Grit

Growth wasn't easy. There were moments when challenges seemed bigger than the dream itself. Cheaper, imported products started filling the market. Copycat brands emerged, trying to imitate what Hanah had created with care.

But Madan and Kamal held their ground. They didn't lower quality to match prices. Instead, they doubled down on what mattered most: trust, consistency, and loyalty. They worked with local artisans, trained new hands, and maintained the same manufacturing discipline that had brought them this far.

Customers noticed. And they returned. Because once you wear gear that understands you, there's no going back.

"Real strength isn't in the gear, it's in never giving up on why you started."

Crossing Borders, Carrying Dreams

The word about Hanah began to spread. First, within India. Then across its borders. Orders started coming from martial arts schools in the Middle East, Africa, and Southeast Asia. What was once a Delhi-based operation was now packing boxes for international fighters.

It was surreal. But it was also proof that authenticity and hard work know no boundaries. Hanah wasn't built by marketing campaigns or influencers. It was built by fighters themselves, who recommended it from one academy to another, across languages and cultures.

Even while going global, Hanah stayed rooted. The original unit still runs. The same family values still guide every business decision. The brand grew, but it never changed.

"From Delhi to the world — one fighter, one dream, one Hanah at a time."

35 Years Strong – A Living Legacy

As Hanah completed over three decades of service, the journey became a legacy. Few brands can claim such a consistent rise, especially in the niche world of fighting gear. Fewer still can say they stayed independent, ethical, and authentic through every phase.

For the team at Hanah, every success story is personal. Every fighter who wears their gear is part of this legacy. From local tournaments to international championships, Hanah has been there. Not on banners or billboards, but in the wraps around fists and the guards protecting dreams.

Hanah Sports isn't just a brand. It's a movement.

"You don't build legacy in years — you build it in every promise kept."

Looking Ahead – The Fight is Not Over

Hanah's journey is far from complete. With an expanding international footprint, new product innovations, and growing digital presence, the next goal is even bolder: to make Hanah a global leader in fighting gear.

But as always, the focus will remain on the fighter — the student who enters a dojo for the first time, the champion preparing for a world title, and everyone in between.

Because Hanah was never just about gear. It was about belief. It was about giving strength a shape.

And above all, it was about proving that the best of India can stand tall on the world stage.

Hanah Sports — Crafted for Fighters, Built by Belief.

"Hanah isn't just gear. It's every fighter's first step toward greatness."
