SHUTTLE STORIES

racketry

Aug 2025

Back to School with Confidence

As school bells ring again and classrooms buzz with activity, our Racketry champs walk in a little taller, a little stronger, and a lot more confident. After an electrifying and enriching summer camp, these young athletes aren't just going back to school—they're returning with grit, discipline, and the glow of hard work.



Our summer badminton camp was more than just drills and smashes. It was a journey. Kids of all age groups pushed boundaries, built stamina, learned the value of teamwork, and most importantly—discovered the joy of improvement. For many, it was their first time holding a racquet; for others, it was about sharpening skills and unlocking potential.

The energy was contagious. The courts echoed with laughter, cheers, and that unmistakable thwack of shuttle against string.



At Racketry, summer may have ended—but the game never stops.

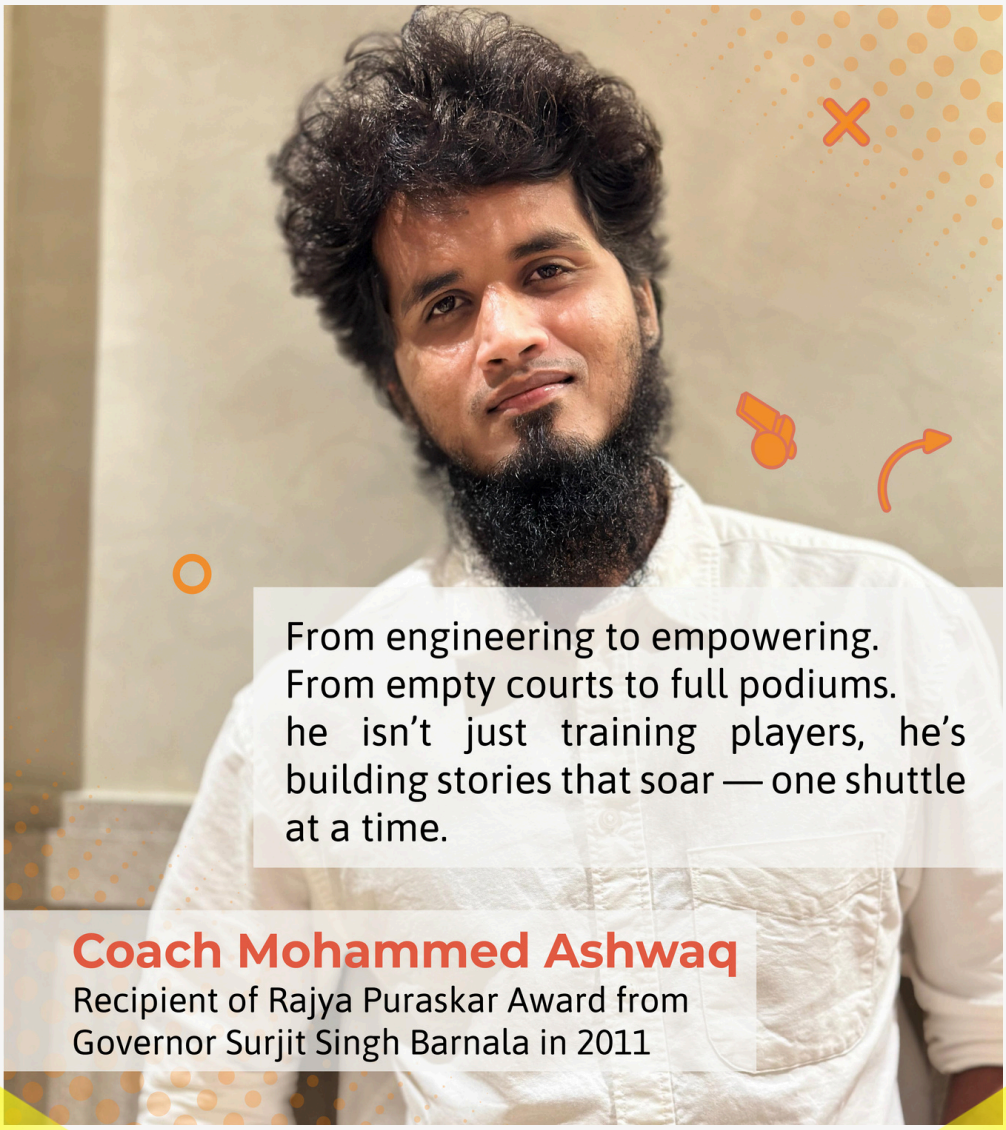


Our Pride

Big cheers to Tharini, Diya, and Tharun for bagging medals at the Chennai District Sub-Junior Badminton Championship 2025!

From powerful plays to calm composure, they showed what true dedication looks like on court. Watching them grow into confident, competitive players is the biggest win for us as coaches.

Congrats, champs — the journey's just begun, and the Racketry family is right behind you!



Coach Spotlight: Mohammed Ashwaq – From Engineer to Game Changer

Mohammed Ashwaq's journey into badminton wasn't a straight path, but it was always one led by passion. As a child, he dabbled in several sports — cricket, football, kabaddi, gymnastics — but badminton stood out. It wasn't just a game; it was a fascination. The pace, the strategy, the elegance — all of it gripped him.

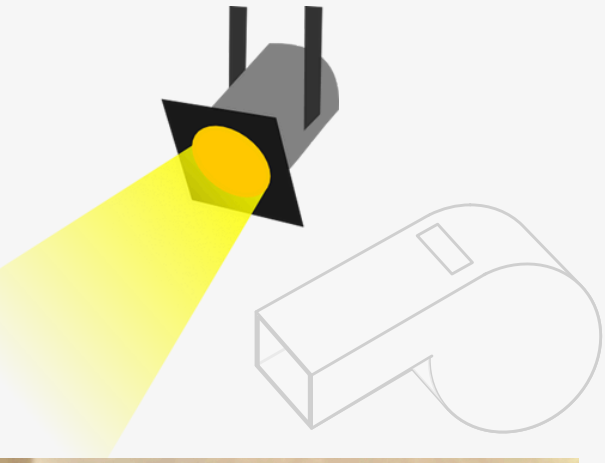
Even so, life took him down a different road initially. With a degree in mechanical engineering, Ashwaq joined a multinational company as a quality inspector. But the job left him feeling creatively boxed in. "It felt like something even a tenth grader could be trained to do," he says. That lack of fulfillment, paired with a growing disconnect from the game he loved, made him question his path.

At the same time, he had taken up part-time coaching. And it clicked. Coaching felt energizing, personal, and deeply creative. Unlike his desk job, it never drained him — even after ten-hour days. That's when Ashwaq made a bold decision to pursue badminton coaching full-time.

Over the past decade, he's trained players from scratch to national-level performances. What stands out most in his journey is a phase that began in 2017 when he was transferred to a new academy with zero students. Within six months, he built a thriving group of over 150 learners. But more than numbers, it was the trust and joy his players showed that validated his calling.

One of his proudest achievements? Training an entire batch of advanced players from the ground up — none of them "ready-made talents." Just raw kids with dreams, and a coach who believed in them.

"I want to give kids what I didn't have"





He still remembers the match that left a deep emotional mark — a U13 doubles state match in Madurai. After losing the first set, his boys clawed their way back to victory in the third, responding to a rival coach's humiliating comment with grit and fire. "They screamed the hall down," he recalls. "It felt like I'd witnessed an international final."

Ashwaq doesn't believe in having one role model. Instead, he's drawn inspiration from the likes of Taufik Hidayat's finesse, Lin Dan's calmness, and Lee Chong Wei's lightning footwork. His own childhood — marked by a lack of access to professional coaching — shaped his approach. "I want to give kids what I didn't have," he says.

He believes badminton is for everyone — not just aspiring Olympians. It's a full-body sport that sharpens the mind and transforms lifestyles. But to enjoy it and avoid injury, he insists, one must play it the right way — with proper fitness, form, and routine.

His ultimate dream? To build a world-class academy where any child, from any background, can dream big — and find everything they need to chase that dream, from coaching to sports science to mental resilience training. "I want to see my students on international podiums, holding the Indian flag," he says.

Mohammed Ashwaq isn't just coaching the game. He's building futures — one rally at a time.

NEW CENTRE!

We're excited to share that Racketry is expanding — our next centre will be opening soon in Adambakkam!

This new branch will carry forward our vision of making quality badminton training accessible to all, with expert coaching, structured programs, and a strong community spirit. Whether you're a beginner, a budding athlete, or just looking to stay fit, there's something for everyone at Racketry.

We're gearing up for an energetic launch around August 15th, and can't wait to welcome our first batch of players!

Stay tuned for registration details, launch offers, and more — Adambakkam, get ready to play!



Upcoming Event



OUR OFFERINGS

- Kids & Junior Coaching
- Kids Summer Camp
- Advance Coaching for Professional Players
- Adults Coaching Program
- Exclusive Ladies Batch
- One on One Personal Coaching Program

For Registrations:

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