



OXFORD SIGNS WITH BRADFORD LICENSE INDIA

06 July 2011 || Oxford Limited, the licensor for the University of Oxford licensing programme, has confirmed that its new agent for India will be Bradford License India. After agreeing the correct positioning and strategy for the brand, the contract was finalised at the Licensing International Expo in Las Vegas. The appointment is the second key strategic move by Oxford Limited this year, who in February signed Performance Brands to represent the Oxford brand in the UK and Europe.

“The retail landscape and infrastructure is developing rapidly in major cities across India, so it’s a great opportunity to introduce the Oxford brand while new consumer markets are being established,” commented Chris Evans, MD of Oxford Limited. “Bradford License India has the specialist expertise to help us do that and we look forward to welcoming new licensees to the programme.”

Adding to this, Ms. Chitra S. Johri, Vice President, Bradford License India said “We at Bradford continue to witness the exciting and expanding nature of the Indian market. Properties as powerful as Oxford will help pave the way for licensing to become an established business model throughout India. Bradford’s next step is to tap multiple product categories for Oxford especially apparel, educational toys, stationery, gifts & novelties, home linen and so on to draw possible synergies.”

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Note to Editor

About Oxford Limited:

As a wholly owned subsidiary of the University of Oxford, Oxford Limited develops and manages the University's global brand licensing & trademark protection programme and serves to promote and protect its image around the world. A network of agents work with Oxford Limited to represent the brand in territories such as: Korea, Asia, North America, India, UK and Europe.

About Bradford License India:

BLI is India's first complete licensing solution provider formed with the objective to increase awareness and support the growth of licensing in the country. Being a part of both Bradford Licensing LLC and Franchise India Group, it brings the expertise of over 25 years in the licensing industry and over 12 years within India in marketing, events, brand development, opportunity identification, and business matching and consulting. Bradford License India services include License Program Advisory Services, Licensee Prospecting, Licensee Management, Media Services and Integrated Supporting Services. Some of the properties represented by BLI: PepsiCo, Sony Pictures, Paramount Studios, BBC Worldwide, Donald Trump, Polaroid, Pampered Girls, Guinness World Records, Shiv Khera and others.
