

East West University Winter Smash begins Friday

UNB, Dhaka

The 3rd Inter-University Badminton tournament titled 'East-West University Winter Smash-2018' sponsored by KRAKO, a snacks brand of PRAN Foods Limited, will begin here on Friday.

Vice Chancellor of East West University Professor Dr. M.M Shahidul Hassan will inaugurate the four-day tournament.

Forty public and private universities will participate in the competition to be held at East West University (EWU) campus in Dhaka with the logistics support of Bangladesh Badminton Federation.

The details of the tournament were disclosed by tournament officials at a press conference at the PRAN-RFL Center in the capital on Tuesday.

Addressing the pressmen, Deputy Brand Manager of PRAN Foods Limited Mostak Ahmed said, "We have been involved with the tournament for the third time to make badminton more popular in Bangladesh. The main aim of KRAKO is to work with country's young generation and help them flourishing their talents."

Assistant Professor of East West University and moderator of the university's sports club ASM Ashif said, "The EWU Winter Smash is the biggest inter university badminton tournament in the country. This year 120 teams will participate in six categories."