

Press Release

For immediate circulation

Delhi Dynamos Announces Belgian Harm van Veldhoven as Manager
Harm has successfully managed top clubs in Holland and Belgium for over 14 years

New Delhi, July 30th, 2014: Delhi Dynamos FC, the national capital's Football Team for the Hero Indian Super League, announced Harm van Veldhoven as their Manager today.

Harm started his career as a striker on the football field and his tryst with coaching started in 1999 with FC Lommel, a renowned second division club in Belgium. He took over as Manager in 2000, achieving promotion in 2002 by winning the Belgium Second Division Championship . During his tenure, Harm also managed to guide the club to the finals of the Belgian Cup. In 2003, Harm joined FC Brussels, another promising Belgian club, and won promotion for the club as Champion of the Belgian Second Division in his very first year as their Manager.

In 2004, Harm caught the eye of Belgian Pro League club Cercle Brugge, and served as manager till 2007. Harm then moved to Germinal Beerschot and had another successful couple of seasons in the Pro League.

In 2008, Harm made the jump to the Dutch Eredivisie (top division), becoming Manager of Roda JC. After helping his club avoid relegation in the 2008-09 season, Harm led Roda to a series of impressive league finishes, including a high of 6th place in 2010-11. After completing his contract term in 2012, Harm joined the Belgian Pro League Club, KV Mechelen as Manager, concluding that engagement in 2013.

Harm's coaching style is a great fit for the Delhi Dynamos' philosophy of "Thok Denge Goal" . Harm prefers the 4-2-3-1 and 4-3-3 formations, enabling his team to produce an exciting brand of fluid, attacking football.

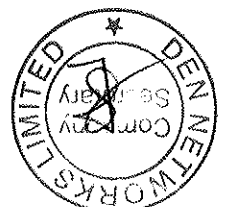
Delhi Dynamos FC is very proud to have Harm van Veldhoven as its coach. During the launch of the team, the Dynamos described their mission as building football into a leading sport across Delhi and Northern India. With an alliance with Dutch powerhouse Feyenoord Rotterdam and coupled with Harm's expert guidance, the Dynamos are well on their way to give Delhi a well-prepared, world-class football team that will do the city proud.

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Delhi Dynamos FC

Redefining football culture in Delhi

DEN is the proud owner of the Indian Super League's Delhi Team – Delhi Dynamos FC. DEN aims to create a robust football ecosystem in Delhi & Northern Indian. Delhi Dynamos has an alliance with Feyenoord Rotterdam – a leading football club & academy from the Netherlands. According to the CIES Football Observatory, Feyenoord is the World No. 1 in Player Development for this FIFA World Cup 2014.

With the introduction of Delhi Dynamos FC, DEN aims to become the default destination for entertainment, information and interactivity for the Indian family

For more information, contact:

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