



Centre for Sports Science launches “Trucoach- CSS Whatmore Centre for Cricket”

State of the art facility is the only one-of-its-kind institution for Sport Science in this part of the world

Chennai, 28th March 2017: One-Stop destination for sports medicine and sports sciences, Centre for Sports Science, a pioneering initiative by Sri Ramachandra University, established by **Late Shri NPV Ramasamy Udayar** and legacy of which is now being carried forward by his son and Chancellor of the University, **Mr.VR Venkatachalam**, today announced the launch of “**Trucoach- CSS Whatmore Centre for Cricket.**”

Sri Ramachandra University which among India’s top 10 medical institutes has developed Centre for Sports Science with the singular vision to promote Sports Excellence to its highest level.

To craft world-class sporting champions, the entire sports ecosystem needs cutting-edge Sport Science. When Sport Science is infused with Training, Coaching, Sports Medicine and Sports Management, Athlete Performance can be elevated to its highest level. This coupled with the concept of ‘Trucoach’, a proprietary Athlete Development System that links world-class Coaching Expertise from Dav Whatmore with state-of-the art Sport Science principles as its DNA, Trucoach-CSS Whatmore Centre for Cricket will mentor teams/young talent to become international athletes.

Speaking at the launch function, **Dav Whatmore**, a former International cricket player and one of crickets most renowned coaches said, *“Centre for Sports Science is by far the most modern fully equipment facility for sports science in entire Asia. As a coach it is always about nurturing talent in the best possible way, and my visit to CSS made me realise that it was a perfect fit for me to achieve that. Without a doubt this will be a place of coveted destination for cricketers across the globe who want to go to the next level.”*

Dr.S.Arumugam, Director, Centre for Sports Science said, *“CSS-TruCoach program offers unbeatable combination of Coaching excellence and Sport Science support from highly experienced scientists in the fields of Sports Medicine, Strength & Conditioning, Rehabilitation, Exercise Physiology, Biomechanics, Nutrition, Psychology and Sports Analytics. It gives me immense pleasure to launch TruCoach-CSS Whatmore Centre for Cricket as our first step to make CSS a centre of excellence for aspiring and professional cricketers not just in Asia but across the World.”*

“Dav’s experience, management skills and caliber to mentor teams, especially young talent, are widely acknowledged. The result is TruCoach through which he will get the best of cricket facilities and sports science support to inspire and guide individuals to understand and realise their potential.” **He further added.**

CSS is situated inside the Sri Ramachandra University campus in Chennai. The modern structure spanning over 1.6 lakh square feet, nestled in a green and serene campus, CSS provides a perfect setting for the cricketer or a team's complete needs.

To get complete information on CSS-TruCoach program please visit our website: www.trucoach.in



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About Trucoach- CSS Whatmore Centre for Cricket

TruCoach-CSS Whatmore Centre for Cricket combines coaching expertise with the best in Sports Science, powered by state-of-the-art technology and highly qualified and trained personnel at CSS resulting in the most advanced Athlete Development System that will craft cricketing excellence using science.

The centre for cricket provides everything under one roof from training, testing, rehabilitation, Nutrition, Psychology and Sports Analytics. The Centre for Cricket is equipped with international standard cricket ground with 9 turf wickets, numerous outdoor nets with turf and astro pitches including indoor fully air conditioned facility with 5 special synthetic pitches.

It has an in-house 'High Performance Centre' with fully equipped World class gym and an ICC accredited Biomechanics lab for action correction in both batting and bowling. 25mX13m state of the art swimming pool and a series of hi-tech sports science labs. CSS is a centre of excellence for BCCI.