



PROFESSIONAL PICKLEBALL PLAYER ALTAF MERCHANT EXPANDS HIS ROLE
AND IS NOW A PICKLE AND SOCIAL BRAND AMBASSADOR

***MEN'S PICKLEBALL PRO ALTAF MERCHANT HELPS GROW THE
PICKLE AND SOCIAL BRAND ACROSS THE US***

ATLANTA – February 24th, 2022 – [Competitive Social Ventures](#) (“CSV”) is proud to announce it has partnered with pickleball pro, Altaf Merchant as an Investor and Brand Ambassador. He will be joining the team of [Zane Navratil](#) and [Dave Weinbach](#) as Pickle and Social Pros. Merchant was initially an investor, along other pickleball pros like [Lucy Kovalova](#), [Matt Wright](#), [Todd Robertson](#) and [Leslie Bernard](#). Pickle and Social is the ultimate new pickleball eatertainment venue that is exploding across the country. The concept combines craft food, signature drinks and live entertainment along with the premier indoor & outdoor pickleball courts, an ACL Cornhole Yard featuring competitive games & a live music stage.

Merchant was a top ranked national tennis player in India, who transitioned into pickleball with remarkable success. He has won two National Championships in India and played Division I tennis at Southern Illinois University, as well as represented India in the Orange Bowl International Tennis Championships.



He has won Gold in his first three tournaments (PPA Masters, Boca Masters, & PPA Desert Ridge) in the Senior Pro Men’s Division in 2023. On top of being a leader in two sports, in Merchant’s professional life, he holds two titles, one as Senior Vice President of Investments, and the other as Senior Portfolio Manager at UBS Financial Services. For the past two years Merchant has been the oldest ranked player in the top pros in Men’s Doubles and professionally has also been a President’s Club Financial Advisor.

“I love Pickle and Social as an investment opportunity, but also for the people and culture,” stated Merchant. “When I look at the future of Pickle and Social and what is to come, I knew I wanted to expand my role to become a Brand Ambassador. I could not be more excited to help Pickle and Social open locations across the nation.”

“Having such an iconic player and business thinker like Altaf wanting to grow his role within Pickle and Social to being a Brand Ambassador, we knew we were onto something big. We could not be

more ecstatic to have him represent our world-class brand as an investor and Brand Ambassador,” stated Joe Reardon, CSV President/COO and General Partner.

CSV will soon be announcing the expansion of the Pickle and Social brand in major cities. The first Pickle and Social location that will be open is in Gwinnett, Georgia inside The Exchange @ Gwinnett, and is projected to open later this year. Gwinnett will sport 16 pickleball courts – six outdoor courts, two pavilion-covered courts, and six weather-controlled indoor courts. To learn more about Pickle and Social and how you can get involved, click [here](#). We are excited to announce our new locations across the US over the next few weeks.

About Competitive Social Ventures

Competitive Social Ventures, LLC (“CSV”) is an Alpharetta, Georgia-based real estate holding company created in 2020 for competitive socializing entertainment concepts. [Fairway Social](#) Alpharetta opened in May 2021, and [Roaring Social](#) Alpharetta opened in September 2021. In 2023, the second Fairway Social location, Trilith, and the first Pickle and Social location, Gwinnett, will open. Pickle and Social Gwinnett will feature a unique combination of indoor and outdoor pickleball courts, Pickle Beach™, along with an outdoor gathering space with a live music stage, and a full-service restaurant and bar are currently being developed.

CSV has also announced its third Fairway Social location in Birmingham, AL, along with its third Pickle and Social location in Scottsdale. CSV has a multitude of other locations under design and construction. To learn about investment opportunities with CSV, visit www.cosoventures.com.

About Pickle and Social

Pickle and Social will be a unique combination of indoor and outdoor pickleball courts, table tennis, and an outdoor gathering space known as The ACL Yard, with a stage for live music. Pickle and Social is a full-service restaurant and bar, with a chef-inspired menu that offers fresh American classics made from high-quality ingredients with healthy, decadent, gluten-friendly, and allergen-conscious options. Pickle and Social will be the perfect place to gather before or after some friendly competition, league play, lessons & clinics, tournaments, private events, and parties will be some of the main highlights of Pickle and Social. To learn more about Pickle and Social, click [here](#).

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