

CEAT INDIAN SUPERCROSS RACING LEAGUE ANNOUNCES PANCHSHIL RACING AS THE INAUGURAL FRANCHISE TEAM

- *Former Motocross racer and motorsport enthusiast Mr. Atul Chordia, Chairman of Panchshil Realty, reaffirms his commitment to the sport and acquires the inaugural team*
- *Mr. Chordia secures the rights of the first team franchise of the league and proudly names it as "Panchshil Racing"*
- *Team Panchshil Racing will be contending for the ultimate recognition in the inaugural season of the league commencing in October 2023*

Pune, July 5, 2023: CEAT Indian Supercross League has bestowed Panchshil Racing with the prestigious honor of being the league's first team franchise for its inaugural season. Led by the Chairman of Panchshil Realty, Mr. Atul Chordia, the acquisition of this team solidifies his commitment to the sport. As the team's home base, Pune, renowned as the mecca of Supercross racing in India, will witness Panchshil Racing's triumphs and aspirations come to life on the grand stage.

A former racer himself, Mr. Chordia has achieved remarkable success in various national races, earning numerous accolades along the way. His deep-rooted enthusiasm and unwavering support have propelled him to be an invaluable asset to the sport. Panchshil Realty, has established a formidable reputation in the real estate industry with a remarkable portfolio of pioneering projects. From introducing yoo branded residences to the country to developing the iconic Trump Towers Pune, Panchshil has partnered with global giants to elevate the lifestyle of the city. Panchshil also brought world-class hospitality to Pune through venerated properties such as The Ritz Carlton Pune, J.W. Marriott, Marriott Suites, Doubletree by Hilton, Oakwood Residences and has now forayed overseas to build Amari Raaya in the Maldives. Panchshil has also built Eon Free Zone, India's first IT & IT-es SEZ, ICC Tech Park, MCCIA Trade Towers and World Trade Centre, Pune amongst others fostering an inclusive work environment that promotes work-life balance. Through its portfolio spanning residential to office parks, and retail to hospitality, Panchshil has been instrumental in reshaping Pune city's landscape and has now ventured across the country.

Speaking on the occasion, Mr. Atul Chordia, Chairman of Panchshil Realty, said, "At Panchshil Racing, we are thrilled to be the pioneering team joining the CEAT Indian Supercross Racing League. With my experience as an athlete and the deep-rooted passion for sports, we recognize the immense potential of Supercross in India. The CEAT ISRL provides us with an exceptional platform to display our commitment to the sport's development in the country. Based in Pune, our full-fledged Supercross Race team will be managed with utmost professionalism, adhering to the highest standards of the sport. We are determined to deliver thrilling and high-quality racing that will captivate Supercross enthusiasts nationwide. I extend my best wishes to ISRL as it sets a new benchmark in global Supercross events."

At the momentous occasion, Eeshan Lokhande, Co-founder and Director of Supercross India Pvt. Ltd, said, "We are thrilled to welcome Mr. Chordia and Panchshil Realty as the first franchisee owner to the CEAT Indian Supercross Racing League. A well-known and respected name in India, we are confident that they will be a great addition to the league. Furthermore, the association with Panchshil Racing and the league perfectly aligns with the shared vision and mission. Atul's rich experience and acumen in the sport will surely help the team and the league reach new heights. We take great pride in having Mr. Atul Chordia as the inaugural team owner, given his unwavering passion and patronage for Supercross over the years."

Mr. Sujith Kumar – Chairman of the Supercross Racing Commission of the FMSCI added, "I am confident that Panchshil Racing will be a force to be reckoned with in the years to come. Led by the remarkable Mr. Atul Chordia, their team is set to etch their names in the annals of Supercross history as true

trailblazers in India. With Mr. Chordia's extensive involvement in the sport, he has not only left an indelible mark but has also paved the way for other teams and riders to follow. It fills me with immense pride to witness their unwavering support for the sport, and I eagerly await the exhilarating feats they will accomplish in the days to come."

The **CEAT Indian Supercross Racing League**, in collaboration with the Federation of Motor Sports Clubs of India (FMSCI), is a groundbreaking, World's first-ever franchise-based Supercross Racing League, bringing together riders from all over the world to compete in various formats and categories. The league is all set to revolutionize the world of motorsports in the country, bringing together adrenaline-pumping action, entertainment, glamour, and fierce competition.

The inaugural season will commence at the iconic Jawaharlal Nehru Stadium in the national capital, New Delhi, in October 2023, followed by thrilling events in prominent metro cities. From October to December 2023, fans across these cities will witness the breathtaking displays of skills, daring maneuvers, and high-speed action that will redefine Supercross racing.

ABOUT THE PROMOTERS

Team Supercross India (SXI), the parent company of CEAT Indian Supercross Racing League, is at the helm of a groundbreaking initiative led by former international racers, Veer Patel (a two-time national SX Champion), Eeshan Lokhande and Aashwin Lokhande. Drawing upon their extensive personal experience and unwavering passion for the sport, they have meticulously conceptualized, identified crucial gaps, and delivered a League that is set to redefine Supercross racing on a global scale. With their deep understanding of the sport and relentless pursuit of excellence, they are paving the way for a new era of Supercross that will captivate audiences worldwide.

ABOUT MR. ATUL CHORDIA:

Mr. Atul Chordia is a visionary leader and a true pioneer in the Indian real estate industry. As the Chairman and CEO of Panchshil Realty, he has masterfully crafted one of the country's most recognized and respected brands over the past two decades. Since its inception in 2002, Panchshil has delivered over 29.5 million sq. ft. of prime real estate and is developing another 27.5 million sq. ft. across multiple asset classes. Mr. Atul Chordia embodies the values of leadership, teamwork, and innovation in real estate. Meticulous with an eye for detail, Mr. Atul Chordia has consistently introduced global best practices and standards to Indian real estate. He has pioneered the concept of branded luxury living by partnering with several global brands. He has built lifestyles, not just homes. He has developed integrated workspaces, contributed to the city's infrastructure, and brought evolutionary innovations and technological advancements to the Indian Real Estate ecosystem. His efforts have been successful in creating wealth for the city through various projects.

Mr. Atul Chordia has been recognised with many accolades, awards, and nominations for his significant contribution to the industry. Mr. Atul Chordia finds joy in sports, arts, and philanthropy. He also actively supports various social and cultural events and causes as pure goodwill. Extending his own passion for sports, Mr. Atul Chordia is passionate about Motocross and is a former 1985 champion at the National Motocross Championship.

ABOUT CEAT INDIAN SUPERCROSS RACING LEAGUE:

The CEAT Indian Supercross Racing League (CEAT ISRL) is the world's first franchise-based Supercross league, a groundbreaking initiative that is set to revolutionize the way sports are perceived in India. It is here to create a global extravaganza, an awe-inspiring spectacle that will captivate Indian spectators like never before. CEAT ISRL have signed up with athletes around the world to compete in a variety of formats and categories, pushing the limits of their skills and inspiring Indian riders to reach new heights. Prepare to be amazed as our stage performers break records with their charismatic engagement, adding an extra layer of excitement to this premier motorsport event. The league is committed to providing a

safe and competitive environment for riders of all ages and skill levels. The league also believes in giving back to the community and partnering with local organizations to promote youth development and environmental sustainability.

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