

"CEAT Indian Supercross Racing League promoters to spearhead INR 150 crore investment over next 3 Years to promote the league"

~Plans to create a global scale event in India and position the nation as the epicentre of Supercross~

Pune, September 28, 2023: The CEAT Indian Supercross Racing League (ISRL) has unveiled an ambitious investment plan of nearly INR 150 crores over the next three years. This substantial financial commitment would go towards creating world class racing infrastructure, grassroots development and ensuring that world class events across India are held in the next 3 years. The league will also invest heavily in market making and taking the league to the masses, capturing the imagination of sports and adventure loving viewers in India.

With this strategic investment, ISRL is determined to create a global-scale event in India, aiming to capture the hearts and minds of motorsports fans. This initiative comes on the heels of the recent success of Bharat MotoGP, and it marks the beginning of an exciting new era in motorcycle racing.

With substantial investment, the league is poised to harness the event's immense popularity and enthusiasm, elevating Supercross to the status of premier motorsport and introducing it to an even broader audience.

Mr. Veer Patel, Co-Founder and Director, Supercross India Pvt. Ltd., emphasized, "Our commitment extends far beyond the racetrack; it's a mission to catapult Supercross racing in India onto the global stage, redefining it as an unparalleled phenomenon. Riders and fans from every corner of the world will pave new standards of excellence. This substantial investment reaffirms our unwavering resolve to provide young Indian talents with an unmatched international platform to display their extraordinary skills.

This financial commitment will empower us to implement state-of-the-art technologies and infrastructure, ensuring that our league stands head and shoulders above all other global Supercross events. It's about delivering an experience that will not only captivate fans but also inspire the next generation of riders and elevate the sport to unprecedented heights."

Mr. Eeshan Lokhande, Co-Founder and Director, Supercross India Pvt. Ltd, added, "The CEAT ISRL is a revolutionary force that is poised to elevate Supercross racing in India to the global stage. Our vision is to not only showcase this thrilling and adrenaline-pumping sport within our borders but also to position India as a leading destination for international motorsports enthusiasts. This investment marks the

beginning of an exciting journey, and we invite everyone to join us on this thrilling adventure. The immense potential of motorsports in India remains steadfast, which is why we've taken a thoughtful step to reschedule the league by one month to avoid overlap with World Cup. This strategic shift ensures that our event enjoys the full and undivided attention it truly merits. Our vision is to establish the CEAT Indian Supercross Racing League as a global sensation and a source of enduring national pride, etching a bold presence on the international motorsports landscape."

As per the roadmap of CEAT ISRL, the league is gearing up for its first season, which is set to take place in December 2023. The initial plan was to start the season in October, but it had to be pushed back due to a scheduling conflict with the ICC Cricket World Cup. The first season of the league will have races at different venues, and the league plans to expand to 6 venues next year in season two.

Rider registrations are open, and currently, 75 riders have already registered, forming a pool from which teams will be created. The league shall have 6-8 teams for its inaugural season and aims to increase the number to 8-10 teams in coming seasons.

The CEAT ISRL rider pool includes South African and Australian Supercross champions, among other international riders, making it a truly global event. Additional details, including the names of riders and teams, will be announced in the coming weeks.

The inaugural season of the CEAT Indian Supercross Racing League promises heart-pounding action and intense competition. It will feature four exciting racing categories: 450cc international riders only, 250cc international riders only, 250cc India-Asia mix, and 85cc junior class. The league is all set to redefine Supercross racing in India, capturing the imagination of motorsports enthusiasts nationwide.

For further details on rider registration, the Player Auction, and the ISRL Season 1 schedule, please visit the official SXI website at <https://indiansupercrossleague.com/>

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 CEAT INDIAN SUPERCROSS RACING LEAGUE:

The CEAT Indian Supercross Racing League (CEAT ISRL) is the world's first franchise-based Supercross league. This groundbreaking initiative 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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