

CEAT Indian Supercross Racing League takes a giant leap in its Inaugural Season; Hon. Shri Bhupendrabhai Patel, Hon. Chief Minister, Gujarat to be the Chief Guest of Ahmedabad Race

Ahmedabad, February 8, 2024: The CEAT Indian Supercross Racing League (ISRL) is poised to make history with its inaugural season, marking a revolutionary leap in the landscape of motorsports in India. The league is excited about the participation of Shri Bhupendrabhai Patel, Honourable Chief Minister of Gujarat, as chief guest and will inaugurate the second race of Season One.

The Ahmedabad race is scheduled to take place on the 11th of February 2024, promising an adrenaline-fueled spectacle of Supercross racing at this state-of-the-art multi-purpose stadium, **EKA Arena (formerly The Arena/Transstadia Arena).**

Shri Bhupendrabhai Patel, Honourable Chief Minister of Gujarat, said, *"We are overwhelmed as CEAT Indian Supercross Racing League, has chosen Gujarat as one of its key venue, it is a testament of our progressive approach. Gujarat has a rich legacy of producing top sports personalities who have excelled at both the national and international levels, and this league further elevates our state's reputation in the realm of motorsports. I am excited to see that one of the founder hails from Gujarat and has brought laurels in the past, now spearheading efforts to elevate Gujarat and motorsports on a global level. Gujarat has implemented a dedicated sports policy aimed at nurturing talents in various fields of sports, and initiatives like the CEAT Indian Supercross Racing League align perfectly with our vision to promote sportsmanship and excellence."*

Mr. Veer Patel, Managing Director Lilleria Group and Co-Founder of CEAT ISRL, expressed his excitement, stating, *"Gujarat has given me the first platform to find my passion and today I am grateful for the support, love and guidance the state has provided me. The CEAT Indian Supercross Racing League is not just about racing; it's a journey to redefine the very fabric of motorsports in India."*

Mr. Patel Added, *"With Shri Bhupendrabhai Patel as our Chief Guest, we are honoured to have his support as we usher in a new era of motorsports excellence. This season, features 48 riders competing for the podium, with almost 80% international representation, showcases the global appeal of CEAT ISRL. This franchise-based Supercross race is a first-of-its-kind, and we aim to turn India into the center stage of the Supercross world."*

The inaugural race of Season One held at Pune, with over 10,000 spectators cheering the remarkable assembly of both international champions and rising Indian talents spanning four categories: 450cc international riders, 250cc international riders, 250cc India-Asia mix, and the fiercely contested 85cc junior class. With elite riders from various corners of the globe gathering in India, the series promises to be the ultimate battleground for Supercross dominance on a global scale. The league remains steadfast in its dedication to ensuring a secure and competitive platform for riders of diverse ages and expertise levels.

The league has resonated globally, with over 100 riders from around the world registering for the recently concluded rider auction out of which 48 riders found homes in the 6 franchise teams of the CEAT ISRL, making it a fiercely competitive event. Accredited by the Federation of Motor Sports Clubs of India (FMSCI), CEAT ISRL promises to be a game-changer in the world of Supercross.

With the eyes of the motorsports world on India, the CEAT ISRL is set to usher in a new era of motorsports, combining high-octane racing excitement with star-studded music extravaganzas. The league's commitment extends beyond the racetrack, emphasizing community engagement, talent development, and environmental sustainability, making it a cultural phenomenon.

With three iconic cities—Delhi, Ahmedabad, and Pune—set to host the races, the CEAT ISRL promises not only heart-stopping Supercross action but also star-studded music extravaganzas, creating an unparalleled entertainment experience.

For more information on the CEAT ISRL Season One Rider Auction and updates on team selections, please visit the official 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 ground-breaking 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 (ISRL)

The CEAT Indian Supercross Racing League (ISRL) is the world's first franchise-based Supercross league. This ground-breaking 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 will bring 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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