

India Makes Motorsport History with CEAT Indian Supercross Racing League as High-Octane Action and Global Superstars Ignite Pune for Inaugural Season

Pune, January 23, 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 much-anticipated race is set to take place at the Shree Shiv Chhatrapati Sports Complex, Mahalunge, Balewadi, Pune - heralding a new era in Indian motorsports. This event is not only the first race of the season but a pioneering moment as India hosts a first-of-its-kind, franchise-based Supercross race in the world on a global scale. This ground-breaking league promises a thrilling spectacle of speed, skill, and international competition, kicking off its inaugural season in Pune.

Mark your calendars! The ISRL roars into action with its first race on January 28th, 2024, bringing together renowned Supercross champions from across the globe.

Mr. Eeshan Lokhande, Director and Co-Founder of CEAT ISRL, expressed his excitement: *"The CEAT Indian Supercross Racing League is not just about racing; it's a journey to redefine the very fabric of motorsports in India. This inaugural race, featuring 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 centre stage of the Supercross world."*

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 six 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.

Mr. Veer Patel, Director and Co-Founder of CEAT ISRL, added, *"The CEAT Indian Supercross Racing League has set a precedent in the world of motorsports, and the inaugural season is poised to be a game-changer. As we gear up for this historic race, the league is not just about races; it's a celebration of talent, passion, and the spirit of competition. India is on the cusp of becoming a global hub for Supercross, and we are thrilled to be at the forefront of this movement."*

The race is set to unfold in four thrilling categories: 450cc international riders, 250cc international riders, 250cc India-Asia mix, and the highly competitive 85cc junior class. The diverse line-up of riders will showcase their skills on class-specific bikes, each category promising unique challenges and excitement.

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, emphasising 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 Race Schedules, 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 revolutionise 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 organisations to promote youth development and environmental sustainability.

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