

CEAT INDIAN SUPERCROSS RACING LEAGUE ONBOARDS VIACOM18 AS STREAMING AND BROADCAST PARTNER, UNVEILS MASTER CALENDAR FOR SEASON ONE

Pune, January 11, 2024: CEAT ISRL announced Viacom18 as its exclusive streaming and broadcast partner today, guaranteeing that the adrenaline-fueled excitement of Supercross racing will reach fans nationwide. The league has also unveiled a thrilling master calendar for its debut season, featuring three exhilarating races in Pune, Ahmedabad, and Delhi, to captivate audiences across the country. This collaboration aims to bring the heart-pounding action of Supercross racing to millions of fans across the nation, ensuring an unprecedented viewing experience.

The master calendar for Season One is as follows:

Race Venue	Date
Pune (Shree Shiv Chhatrapati Sports Complex, Balewadi)	28th January 2024
Ahmedabad (EKA Arena, Transstadia)	11th February 2024
Delhi	25th February 2024

Mr. Veer Patel, Co-founder and Director of the CEAT Indian Supercross Racing League, said, *"Our partnership with Viacom18 signifies a major step forward in expanding the reach of Supercross racing in India. Through JioCinema and Sports18, we aim to bring the thrill and excitement of our races to a diverse and enthusiastic audience, elevating the sport to new heights. With Viacom18's extensive reach and expertise in live sports streaming and broadcasting, we are confident that this partnership will elevate the CEAT ISRL experience for fans across the country."*

Viacom18 Spokesperson said, *"We are proud to partner with the inaugural season of the CEAT Indian Supercross League. Adding to our unique array of sporting properties, we will deliver fans the best of Indian riders competing against top international talent across digital and TV platforms."*

CEAT ISRL's partnership with **Viacom18** will facilitate streaming of the races on **JioCinema**, reaching millions, enabling them to catch all the live action on the go, at their convenience, and on devices of their choice. Additionally, the league will also be broadcast live on the **Sports18 network**, enhancing viewership.

JioCinema has consistently been setting new benchmarks over the past year in live sports streaming. The IPL 2023 final on JioCinema set a new peak concurrency record for the league as 32.1 million viewers hit play.

For more information on the CEAT ISRL Season One Rider Auction and updates on team selections and riders, 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.

ssssss

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.

FOR MEDIA QUERIES AND COMMUNICATIONS:

Argho Ajay Mukherji: +919970829068 | arghomukherji@adfactorspr.com

www.indiansupercrossleague.com