

CEAT INDIAN SUPERCROSS RACING LEAGUE SIGNS RISE WORLDWIDE AS EXCLUSIVE BROADCAST PRODUCTION PARTNER

- *RISE Worldwide a Reliance initiative to be the exclusive Broadcast Production Partner of the 1st season of CEAT ISRL.*
- *The collaboration aims to deliver an electrifying experience for the fans and make the sport Supercross more popular in India.*

Pune, July 27, 2023: - CEAT Indian Supercross Racing League (ISRL), the world's first franchise-based Supercross league announced its partnership with RISE Worldwide Limited, a Reliance initiative, India's largest independent sports, lifestyle, and entertainment company. This collaboration marks a significant milestone in the quest to revolutionize the sports landscape in India and deliver an unparalleled Supercross experience to fans across the nation.

Under this exciting partnership, RISE Worldwide Limited will serve as the exclusive Broadcast Production Partner for CEAT ISRL. With their expertise and proven track record in creating exceptional sporting events like U-17 FIFA World Cup, Hero ISL since the inception, AFC Champions League & Women's Asia Cup, and sports documentaries for FIFA's online platform FIFA+ to name a few, RISE Worldwide Limited will work closely with ISRL to enhance the presentation, production, and broadcast of the Supercross league, captivating audiences and elevating the sport to new heights.

The collaboration will focus on developing innovative strategies to engage fans and enhance the viewer experience. RISE Worldwide Limited will contribute its unparalleled production expertise, introducing cutting-edge technologies, and implementing world-class standards to deliver captivating coverage of ISRL events. This partnership will bring forth a fresh and dynamic approach to Supercross, combining thrilling on-track action with immersive storytelling and captivating visuals.

Speaking about the collaboration, **Veer Patel, Co-Founder and Director, Supercross India Pvt Ltd.** said, *"We are thrilled to join forces with RISE Worldwide as our exclusive Broadcast Production partner. Their extensive experience and expertise in the sports and entertainment industry make them an ideal partner to help us transform the Supercross experience in India. Together, we aim to create an awe-inspiring spectacle that will captivate fans and elevate the sport to unprecedented levels of excitement and engagement."*

Expressing his enthusiasm for the partnership, **James Rego, Head of Broadcast, RISE Worldwide Ltd. said,** *"We are excited to collaborate with CEAT Indian Supercross Racing League and bring our production expertise to this groundbreaking initiative. Through our partnership, we aim to redefine the way Supercross is presented and experienced, creating an electrifying atmosphere that resonates with fans across the nation. Together, we will create a global extravaganza that showcases the immense talent and passion of the man and the machine."*

The partnership between ISRL and RISE Worldwide reinforces the commitment to delivering a safe, competitive, and exhilarating Supercross league.

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, Eeshan Lokhande, Aashwin Lokhande and Veer Patel (a two-time national SX Champion). 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 RISE WORLDWIDE LTD:

Backed by Reliance, RISE Worldwide Ltd. is India's largest independent Sports, Lifestyle, and Entertainment Company, connecting with millions of fans and youngsters through its various initiatives in sports, lifestyle and entertainment. RISE is engaged in a wide array of businesses, including Sponsorship Sales in Sports, Sports Consulting, Fashion and Sustainability Platform Building, Athlete Talent Management, Licensing & Merchandising, and Broadcast Production. RISE supports renowned properties such as the Hero Indian Super League, Tata Open Maharashtra (South Asia's only ATP World Tour Tennis event) and Lakme Fashion Week, while actively engaging in community development, promoting sustainability initiatives and innovation in the sports industry.

ABOUT OUR BROADCAST & PRODUCTION VERTICAL.

- RISE Worldwide has established itself as a global Indian Production House, having produced thousands of hours of content on behalf of rights holders, federations & leagues worldwide. It has been extensively involved in multiple indoor and outdoor sports properties providing services including the acquisition of Media Rights, Production, Consultancy, Graphic designing, and Studio Designing.



- Works with a wide range of **sports federations** including FIFA, BCCI, AIFF, AFC, ISSF, ITTF and ATP to create content to deliver world-class viewing experiences.
- Last year RISE, debuted in the **documentary space** by producing two sports features for FIFA+ with Maitanam showcasing India's passion for football from the local grounds of Kerala and a 3-part docu-series *Captain Fantastic*, showcasing India's iconic footballer – Sunil Chhetri.

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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