

## **CEAT is the official Strategic Timeout Partner for Jio Women's T20 Challenge**

**MUMBAI, NOVEMBER 2, 2020:** The Board of Control for Cricket in India (BCCI) has on-boarded one of India's leading tyre manufacturer, CEAT Tyres, as the Official Strategic Time Out partner for the upcoming edition of the 2020 Jio Women's T20 Challenge. CEAT has been the official strategic time out partner of the IPL since 2015 and has now partnered with BCCI to grow the women's game. The Women's T20 Challenge, although at nascent stage, has already garnered impressive traction and viewership among the masses. This unique association will further strengthen CEAT's brand presence and visibility.

**Mr. Arnab Banerjee, Chief Operating Officer, CEAT Tyres Ltd** said, "Women's cricket has showcased some stellar performances in the past and CEAT has always believed and hoped for the women's sport to be as extravagant as that of men. We have been associated with the Indian T20 Skipper; Harmanpreet Kaur over the last three years. Taking our journey ahead with the Women's T20 Challenge is a proud moment for us and we see it as an excellent opportunity to augment the visibility of our brand. We are thrilled to be a part of the Women's T20 Challenge journey as the Strategic Timeout Partner."

**Mr. Brijesh Patel, Chairman, IPL** said *"The IPL has over the years has seen female viewership grow significantly, in IPL 2019 – we had 48% female viewership. With the Jio Women's T20 Challenge we hope not to only grow viewership of cricket but also participation in the sport. CEAT Tyres have been long term partners of the IPL and have also supported women cricketers via bat sponsorships. To now sign them as the Strategic Time Out Partner of the Jio Women's T20 Challenge further strengthens the growth trajectory of the women's game. Partners like CEAT will help make the Jio Women's T20 Challenge financially independent and will give young girls the confidence to build careers in cricket. We thank CEAT for their continuous support of cricket in India."*

The much-awaited event will be held in the United Arab Emirates from 4th- 9th November 2020. The tournament will see Indian players Harmanpreet Kaur, Smriti Mandhana and Mithali Raj leading Supernovas, Trailblazers & Velocity, respectively. The event will also see participation from international players across the world.

### **About CEAT Ltd ([www.ceat.com](http://www.ceat.com)):**

CEAT, the flagship company of RPG Enterprises, was established in 1958. Today, CEAT is one of India's leading tyre manufacturers and has a strong presence in global markets. CEAT produces over 15 million tyres a year, offers the widest range of tyres to all segments, and manufactures world-class radials for heavy-duty trucks and buses, light commercial vehicles, earthmovers, forklifts, tractors, trailers, cars, motorcycles and scooters as well as auto-rickshaws.

### **About RPG Enterprises ([www.rpggroup.com](http://www.rpggroup.com)):**

RPG Enterprises, established in 1979, is one of India's fastest-growing business groups with a turnover of US\$ 4 Billion. The group has diverse business interests in the areas of Infrastructure, Tyres, Pharma, IT and Specialty as well as in emerging innovation led technology businesses.



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