01

OUR LEGACY. YOUR CONFIDENCE.

IndusInd Bank

BUILT ON LEGACY.
TRUSTED BY INDIA'S BEST.

15+
YEARS
of Excellence
Since 2011

500+
CORPORATE TEAMS
Across India

3000+
MATCHES
Played with
Passion

10000+
CORPORATE PROFESSIONALS
Connected

24
CITIES
And Growing
Every Year

SONY LIV
OFFICIAL PARTNER
National Visibility.
Massive Reach.

TRUSTED BY LEADING CORPORATES

TATA · Infosys · wipro · HCL · IBM · Deloitte.
KEI Wires & Cables · Cognizant · NEWGEN · ICICI Bank · HDFC BANK · SAMSUNG
आज तक · EY Building a better working world · pwc · KPMG · Hero · LARSEN & TOUBRO

BACKED BY LEGENDS. INSPIRED BY CHAMPIONS.



THE UNIVERSE BOSS



CHRIS GAYLE



JONTY RHODES



SANATH JAYASURIYA

CREATING IMPACT BEYOND THE GAME

EMPLOYEE ENGAGEMENT
Stronger teams. Healthier workforce. Higher morale.

BRAND ELEVATION
Association with a premium, respected corporate platform.

BUSINESS NETWORKING
Connect with CXOs, decision makers & industry leaders.

MEDIA & PR VALUE
Year-round visibility across digital, print, and broadcast.

COMMUNITY IMPACT
Building a culture of sportsmanship and corporate unity.

NATIONAL & GLOBAL PRESENCE
From local pride to Sony LIV – visibility that goes far.

A LEGACY OF 15+ YEARS. A PARTNERSHIP FOR A LIFETIME.

IndusInd Bank

WHAT EXACTLY ARE YOU ACQUIRING?

EXCLUSIVE TERRITORY
One Territory.
One Brand.
One Lifetime.

CATEGORY OWNERSHIP
Only one brand per category in the territory.

365-DAY RIGHTS
Brand presence throughout the year. Everywhere.

365 DAYS

18 PREMIUM MATCHES
7 PCL + 7 Eleven 11 + 4 Test Twenty™ matches annually.



OFFICIAL TEAM IDENTITY



JERSEY & KIT RIGHTS
Front jersey logo and complete kit branding.

STADIUM & ON-GROUND BRANDING
Boundary boards, banners, backdrops & on-ground visibility.

EPISODE
SONY LIV COVERAGE
Live, digital and highlights on Sony LIV.

PR & MEDIA EXPOSURE
Media coverage, press releases, and brand stories.

CXO & CORPORATE NETWORK ACCESS
Access to 500+ corporates, CXOs and leaders.

EMPLOYER BRANDING & ENGAGEMENT
Engage employees, build pride, attract talent.

DIGITAL & CONTENT ASSETS
Social media, content rights, photos, videos & more.

YOU OWN THE IDENTITY.
WE BUILD THE ECOSYSTEM.

Your brand becomes the permanent face of corporate cricket in your territory across every touchpoint.

EXCLUSIVE OWNERSHIP
No other brand in your category in the territory.

LIFETIME TERRITORIAL RIGHTS
Rights continue as long as the agreement continues.

FOUNDING 8 LEGACY STATUS
Be one of the first 8 brands to build the Corporate World Cup.

LONG-TERM BRAND EQUITY
Creates a lasting association and generational impact.

BUSINESS GROWTH
Unlock partnerships, referrals and new business opportunities.

PERMANENT SPORTS ASSET
A tangible asset that strengthens your brand forever.

IndusInd Bank

YOUR MOMENT.
YOUR BRAND. OUR STAGE.

An unforgettable launch that puts your brand at the heart of corporate cricket.



LAUNCH WITH
SANATH JAYASURIYA
Sri Lanka Legend
PCL Brand Ambassador

25 JULY 2026
FIRECHAT & TROPHY LAUNCH

Be part of the official launch of Corporate World Cup™ and unveil your city team identity in front of CXOs, media and cricket legends.

- EXCLUSIVE FIRECHAT
- OFFICIAL JERSEY REVEAL
- LEADERSHIP PHOTOS
- MEDIA & PR COVERAGE
- NETWORKING & CELEBRATION

YOUR BRAND. THE SPOTLIGHT IT DESERVES.

01 FIRECHAT
Engage with cricket legend Sanath Jayasuriya & an leadersrate

02 JERSEY REVEAL
Unveil your official team jersey with your brand on prime position.

03 LEADERSHIP PHOTOS
Capture the moment with the trophy, legend and your leadership team.

04 MEDIA COVERAGE
Extensive PR and media amplification across platforms and cities.

05 NETWORKING
Build connections that create opportunities all year long.

06 LAUNCH FILM
A cinematic film capturing your brand's launch legacy.

THIS IS YOUR MOMENT.
THIS IS YOUR LEGACY.

We create the stage.
You take the spotlight.
Together, we create history.

PRO CORPORATE LEAGUE

www.corporateworldcup.com / www.procorporateleague.com

04

365-DAY BRAND VISIBILITY JOURNEY

IndusInd Bank

YOUR BRAND DOESN'T ADVERTISE.
IT LIVES.

MAY
LEGACY & BEYOND

Awards & Closing Ceremony
Legacy Film & Highlights
- Founding Brand Recognition

Renewal for Next Season

JULY
TROPHY LAUNCH & FIRECHAT
- Sanath Jayasuriya Firechat

Founding Brand Announcement
- Team Allocation & PR Blitz

AUGUST
TEAM & IDENTITY LAUNCH
- Jersey Reveal
- Team Photoshoot
- Digital Campaigns
- Employee & LinkedIn Launch



APRIL
CORPORATE WORLD CUP™ FINALS BEGIN
- 7 Premium Matches
- Sony LIV Live Broadcast
- National Media Coverage
- Brand at the Center Stage

SEPTEMBER
PCL QUALIFICATION BEGINS
- On-Ground Matches
- Match Day Branding
- Digital Content
- Local Media Coverage

MARCH
QUALIFICATION CONCLUDES
- Top Teams Finalized
- Road to CWC Campaign
- PR Amplification
- Qualification Success Stories

OCTOBER
QUALIFICATION CONTINUES
- Trophy Tour at Offices
- Employee Engagement
- Client Hospitality
- Community Activations

FEBRUARY
MOMENTUM BUILDS
- Qualification Matches
- Sony LIV Promotion
- Leadership Stories
- Business Networking

NOVEMBER
PCL ELEVEN 11
7 MATCHES LIVE ON SONY LIV
- National Broadcast Visibility
- Commentary Mentions
- Logo on Telecast
- Highlights & Reels

JANUARY
QUALIFICATION CONTINUES
- Match Day Branding
- Employee Engagement
- Recruitment Branding
- Leadership Content

DECEMBER
JOURNEY CONTINUES
- PCL + Eleven 11 Matches
- PR Stories & Features
- Corporate Networking
- Year-End Campaigns

★ ALWAYS IN THE SPOTLIGHT ★

JERSEY VISIBILITY	STADIUM PRESENCE	SONY LIV COVERAGE	PR & MEDIA EXPOSURE	EMPLOYEE & CXO ENGAGEMENT	TROPHY TOUR EXPERIENCE	BUSINESS & NETWORKING
Every match. Every photo.	On-ground branding all season.	Live in November. National reach.	Stories that build your brand.	Connect with India's top corporates.	Pride. Moments. Memories.	Relationships that drive results.

ONE YEAR. ONE TERRITORY.
ENDLESS BRAND IMPACT.

From July to May,
your brand stays active, visible
and relevant – every single day.

THIS IS NOT A CAMPAIGN. THIS IS A 365-DAY BRAND MOVEMENT.

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05

IndusInd Bank

TURN EVERY PLAYER INTO A BRAND AMBASSADOR













★ INCLUDED FOR ALL 30 PLAYERS ★

- 60 JERSEYS
- 60 LOWERS
- 60 PRACTICE SHORTS
- 60 CAPS
- 30 PREMIUM TEAM JACKETS
- 30 TEAM KIT BAGS
- 30 SHOULDER PITHU BAGS
- COMPANY LOGO BRANDING
- 07 PLAYER NAME & NUMBER PRINTING
- PREMIUM QUALITY FABRICS
- PROFESSIONAL TEAM LOOK
- TIMELY DELIVERY & SUPPORT

IndusInd Bank

A SMALL INVESTMENT.
A YEARLY ASSET.

₹5 LAKH
ANNUAL LICENSING

18
MATCHES

WHAT YOU RECEIVE

OWNERSHIP

Exclusive Territory
One territory. One brand. Forever.

Exclusive Category
Only one brand per category in the territory.

Founding 8™ Status
Be one of the first 8 brands per city.

Team Identity Rights
Official team name, logo & identity association.

VISIBILITY

Sony LIV Coverage
Live, digital & highlights on Sony LIV.

Jersey & Kit Branding
Front jersey logo & full kit branding rights.

Stadium Branding
Boundary boards, banners, backdrops & more.

Digital & Social Media
Year-round digital presence across all platforms.

PR & Media Exposure
Press releases, media coverage & brand stories.

BUSINESS VALUE

Access to CXO Network
Connect with 500+ corporates, CXOs & business leaders.

Employer Branding Boost
Enhance pride, engagement & talent attraction.

Business Development
Networking, partnerships & growth opportunities.

Lifetime Brand Equity
A lasting association that builds your legacy.



WHY OWNERSHIP ALWAYS WINS

ADVERTISING
Short-term
High cost
No lasting equity
Disappears the moment you stop

VS

OWNERSHIP
Long-term
Low cost per impact
Builds equity year after year
Creates a legacy

> "The world's most successful brands **own assets,** not advertisements."

THIS IS NOT A SPONSORSHIP. THIS IS ASSET OWNERSHIP.

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