India Has IPL....

India Has World Cups....

Now India Has

#CorporateWorldCup.

Before the World Notices Own India's Corporate Cricket Economy



PRO CORPORATE LEAGUE
www.procorporateleague.com

500+ Corporate Teams • 3000+ Matches • National Expansion Ready

15 Years (2010-2026) of PCL Legacy

PRO CORPORATE LEAGUE – BIGGEST CORPORATE CRICKET LEAGUE WORLDWIDE

1843	370775	17544	104	1287
MATCHES	RUNS	WICKETS	HUNDREDS	FIFTIES



PAST SPONSORS BRAND

Hero · YARiS TOYOTA · KEI Wires & Cables · MEINHARDT Transforming Cities, Shaping the Future · GAURS your own world · MAHAGUN A NAME THAT PERFORMS · IFFCO · dafaNEWS · believe. become · MONSTER ENERGY · VI-JOHN · MAX PROTEIN · WILD STONE · seven BY MS DHONI

PRO CORPORATE LEAGUE
www.procorporateleague.com



THE RISE OF INDIA'S CORPORATE WORLD CUP

24 Cities	**984** Matches	**3500+** Live Hours
500M+ Digital Impressions	**50M+** Ecosystem Reach	

"First Time Ever — India Gets Its Own Corporate World Cup."

[Your Brand Name] x Category Ownership

The Brand That Powered India's First-Ever Corporate World Cup.

PRO CORPORATE LEAGUE
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Global & Exclusive Positioning

Largest Structured Corporate Cricket Ecosystem

Built Over 15 Years

Repositioning India's corporate sports economy from fragmented tournaments into a 365-day × 24-city AI-powered working-professional sports ecosystem.

Built Before the Market Existed

15 years of execution credibility, corporate trust and structured sports participation data.

AI Sports-Tech Operating System

PCL is no longer only a tournament property; it is becoming a sports-tech operating system.

24-City National Sports Grid

24-city execution transforms PCL from an events company into national sports infrastructure.

15 YEARS OF EXECUTION

1,843+

Verified competitive matches with **370,775+ runs** and **17,544+ wickets** tracked across corporate cricket history.

CORPORATE NETWORK

500+

Corporate ecosystem positioning with recurring participation, team identity and sponsorship-ready inventory.

FUTURE PARTICIPATION GRAPH

10,000+

Projected individual registrations creating a verified working-professional sports data layer.

TEAM NETWORK

300+

Projected corporate teams across 24 cities enabling city-level ranking, retention and community engagement.

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2026–27 – Repositioning

INDIA'S LARGEST ORGANIZED 23–45 YEARS CORPORATE SPORTS COMMUNITY

PCL is being repositioned from a corporate cricket league company into a 365 Days ×24 Cities AI-powered corporate sports ecosystem built around working professionals, recurring participation, media IP, community engagement and sports-tech intelligence.

15+
Years of legacy

23–45 Years
Core corporate audience

365 Days × 24 Cities
Community ecosystem

AI + IP
Sports-tech platform layer

From "corporate cricket league" to an AI-driven sports IP, data and media infrastructure platform.

PCL 2026 - 27 SEASON ROADMAP

From Launch to Live Broadcasting



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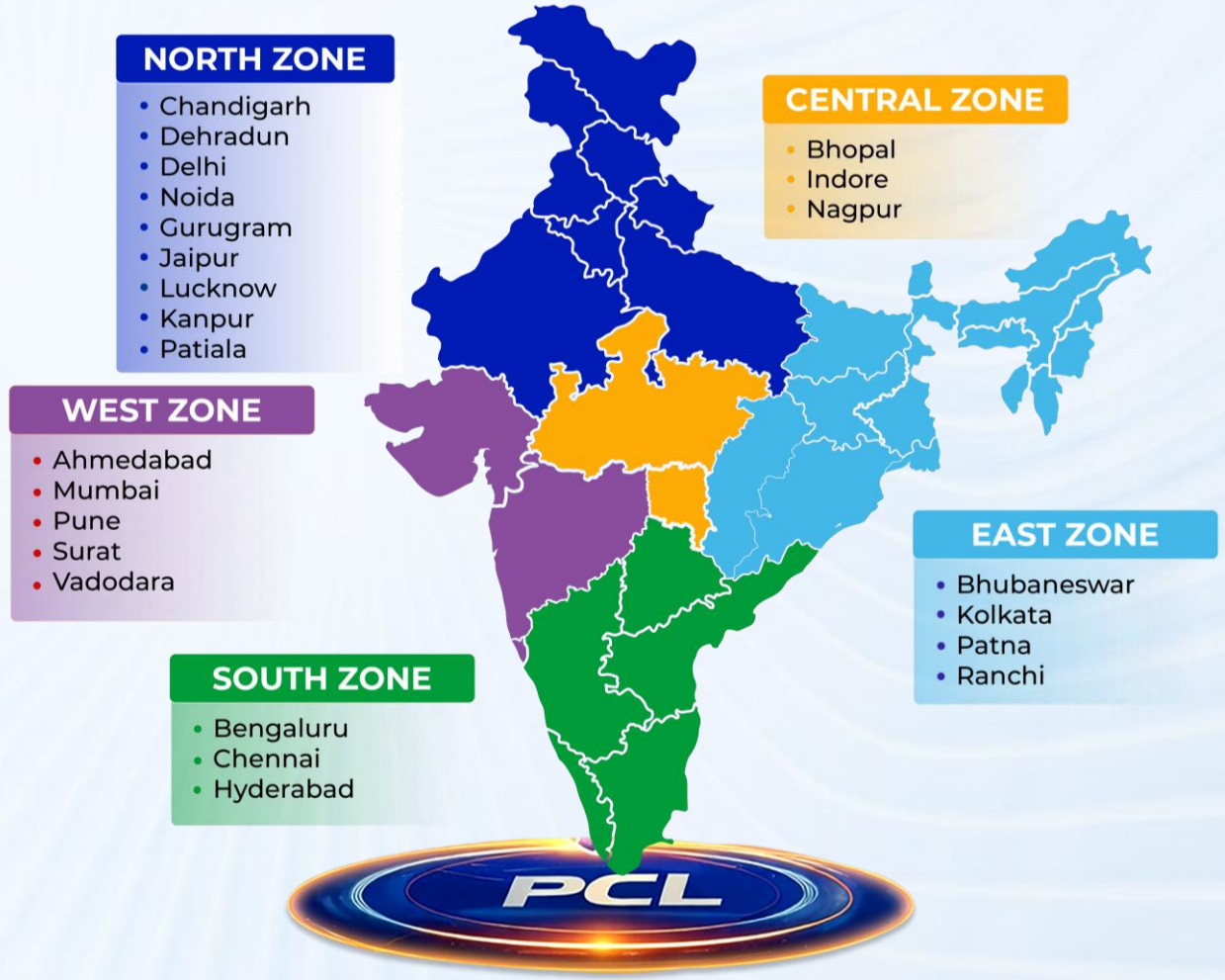


CORPORATE KA

World Cup

PRO CORPORATE LEAGUE SEASON 12

ONE NATION • ONE LEAGUE



24	16	36	864
Target cities	Teams per city	Matches per city	League Matches

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PCL- INDIA'S LARGEST CORPORATE CRICKET ECOSYSTEM

15+ years of building India's corporate cricket economy through live sports, digital content and nationwide brand engagement.

Introducing PCL 360° Digital first performance-based Tailored Brand Integration Model

- **864 PCL Season 12 Live Matches**
- **120 PCL Eleven 11 Live Matches**
- **7200+ Registered Players - Youth & Corporate**
- **24 Cities, 384 Corporates participation**
- **PAN India Youth, Colleges & Campuses participation**
- **150+ Influencers & Creators activated across campaigns**



24 CITIES

- **BRAND MENTIONS** (Commentary)
- **BRAND LOGO** (Players Merchandise)
- **EXCLUSIVE BRAND FCT** (Free Commercial Time)
- **BRAND LOGO** (Stadium and Backdrop Branding)
- **BROADCASTING GRAPHICS** (Brand Logo)
- **PRINT MEDIA** (Brand Logo)
- **RADIO FM** (Brand Mention)

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TITLE SPONSOR BENEFITS

PCL Isn't Just a Sponsorship — It's a 365-Day Brand Story
Needs punctuation for impact

- Category Exclusivity (Pan India)
- Presence Across 2 Premium Cricket IPs
- 1-Year Integrated Branding Rights
- 24-City brand Activation
- Ground & Match Asset Branding
- OTT & Live Streaming Integration
- Jersey Front Branding
- High impact media deliverables
- 500M+ Social Impressions
- Product Activation & Lead Gen
- Awards & Trophy Branding
- Digital Archive, Replays & Highlights

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Strategic Benefits & Value Creation

Title Partnership Benefits



Association with India's fastest-growing corporate sports IP



Presence across corporate, youth & digital audiences



Strong emotional & aspirational brand positioning



Nationwide visibility across metro & emerging markets

Estimated annual value creation	
Matches + Digital Inventory Value - 24 Cities	₹8–10 Cr annually
Digital Branding + Influencer Marketing	₹4–5 Cr/year
On-Ground Branding & Recall	₹8–10 Cr
Long-Term Brand Recall Value	**20 Cr+**

BRAND IMPACT ENGAGEMENT : *24 Cities Product Activation + BRAND Recall + CONTENT*

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NATIONAL MEDIA ENGINE (Digital + On-Ground + OTT)

Channel	*Conservative Estimate Reach / Impressions*
YouTube Live + Highlights	*>2.5 Cr*
Sony Liv OTT Ecosystem	*~2 Cr*
LinkedIn +Instagram + Reels + Paid Boost (365 Days)	*>6 Cr*
Influencer + Creator Network	*>2 Cr*
PR + Digital Media Coverage	*>2 Cr*
Social Cross-Posting (Players + Network)	*>1 Cr*
Extended Corporate Ecosystem Reach	*~5 Cr*
On-Ground Footfall (24 Cities & 984 Matches)	*~10 Lakh*
Total Blended Exposure	***20 Cr+ Impressions***

CONSUMER TOUCHPOINTS

Metric	*Conservative Estimate Reach / Impressions*
Product Sampling	*1 Lakh+*
Corporate Family Day Out (2 Per City)	*> 50K*
Corporate Employees Reached	*~2-3 Lakh*
Family Exposure	*>1-2 Lakh*
Direct Consumer Touchpoints	*4 - 5 Lakh+*

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WHY BRANDS PARTNER WITH PCL

Celebrity Activation

Sanath Jayasuriya

inauguration ceremony.

JULY 2026

- Pan-India Corporate & Youth Audience
- Year-long visibility Across Multiple Assets
- OTT, Live Streaming & Digital Reach
- Celebrity-led Campaigns & Activations
- Exclusive Category Ownerships

YEAR 2026-2027

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#CorporateWorldCup Trophy Tour

- **Trophy Reveal**
- **City Launches**
- **Corporate Networking**
- **Sector Qualification Opening**
- **National Media Rollout**

Trophy Tour Across Major Cities

- **Delhi**
- **Mumbai**
- **Bengaluru**
- **Hyderabad**
- **Kolkata**
- **Ahmedabad**
- **Pune**
- **Chennai**



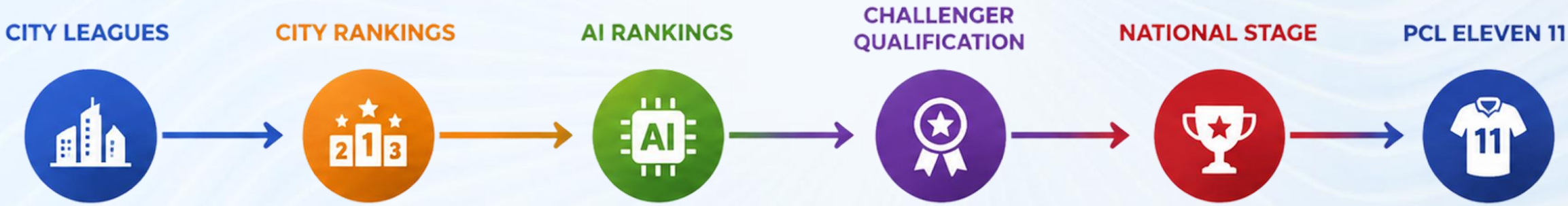
The road to India’s Corporate World Cup begins here

PRO CORPORATE LEAGUE
www.procorporateleague.com

ROADMAP 2026-27

THOUSANDS WILL COMPETE.
ONLY THE BEST WILL RISE.

Corporate World Cup



A structured pathway built to identify and elevate cricket talent.

From City Leagues to AI-driven rankings and national qualification, every stage filters the best performers toward **PCL Eleven 11.**

The road to India's Corporate World Cup begins here.

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Mega Launch Party In All 5 Zones











- Inviting all the participating companies' HR & Admin Heads, CEO and CXOs
- Panel Discussion with Cricketing Luminaries about Leadership and other topics along with Brand & Corporate Heads
- Every Launch will have the presence of a celebrity cricketer
- Trophy and Jersey Unveiling

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Sponsors Engagement

Sep 2026 - Feb 2027



City Phase

365
Day Visibility

864
Matches

3400+
Live Minutes

2,04,000+
Brand Seconds

corporateworldcup.com

Sponsors Engagement

ELEVEN 11 PCL

National Phase

LIVE

OTT RIGHTS

SONY liv

YouTube

April 2027

240+

HOURS OF LIVE STREAMING



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www.procorporateleague.com

YOUR BRAND x PCL

LIVE ON

SONY liv

YouTube

BRAND MENTIONS
(Commentary)

BRAND LOGO
(Players Merchandise)

EXCLUSIVE BRAND FCT
(Free Commercial Time)

BRAND LOGO
(Stadium and Backdrop Branding)

BROADCASTING GRAPHICS
(Brand Logo)

24 CITIES

BRAND IMPACT ENGAGEMENT : *24 Cities Product Activation + BRAND Recall + CONTENT*

ELEVEN PRO CORPORATE LEAGUE

Brand Advertisement During Matches

SONY liv

Streaming Partner

Exclusive On Air Fct Branding

(FCT DISTRIBUTION)



- More than 10000 Second of promotion of the league on Sony Liv (OTT Platform)
- Exclusive Sponsors Advertisement during Matches
- Aston Brand branding during live matches

ON-GROUND & VENUE BRANDING RIGHTS

Premium Visibility Across Match Venues & Broadcast Assets

YOUR LOGO HERE

PRO CORPORATE LEAGUE

- Boundary Rope Branding
- Pitch Mat Branding
- Backdrop Branding
- LED & Dugout Branding
- Trophy Wall & Presentation Visibility
- Interview Zone Branding
- OTT Highlight Visibility
- Integrated Multi-Platform Exposure









365-Day Brand Story







2- PITCH MAT LOGO





नवभारत टाइम्स, मंगलवार, 17 जनवरी 2017

प्रो-कॉरपोरेट लीग में 6 विकेट से ऑरेंज टीम को मिली हार

ऑरेंज टीम 164 रन 20 ओवर 05 विकेट

नोकिया की पहली जीत

अच्छी रही शुरुआत

आक्रामक शुरुआत से बनाया दबाव

ऑरेंज टीम ने बनाए 164 रन



TITLE SPONSOR BENEFITS

Digital, AI & Website Promotion Ecosystem

Always-On Visibility Across India's Corporate Cricket Ecosystem

5L+
Website Visitors

10L+
AI Searches

5Cr+
Digital Impressions

Homepage + AI Dashboard + Search Branding

365-Day Sponsor Recall Ecosystem

PRO CORPORATE LEAGUE

www.procorporateleague.com

Where Corporate Cricket Meets AI Innovation

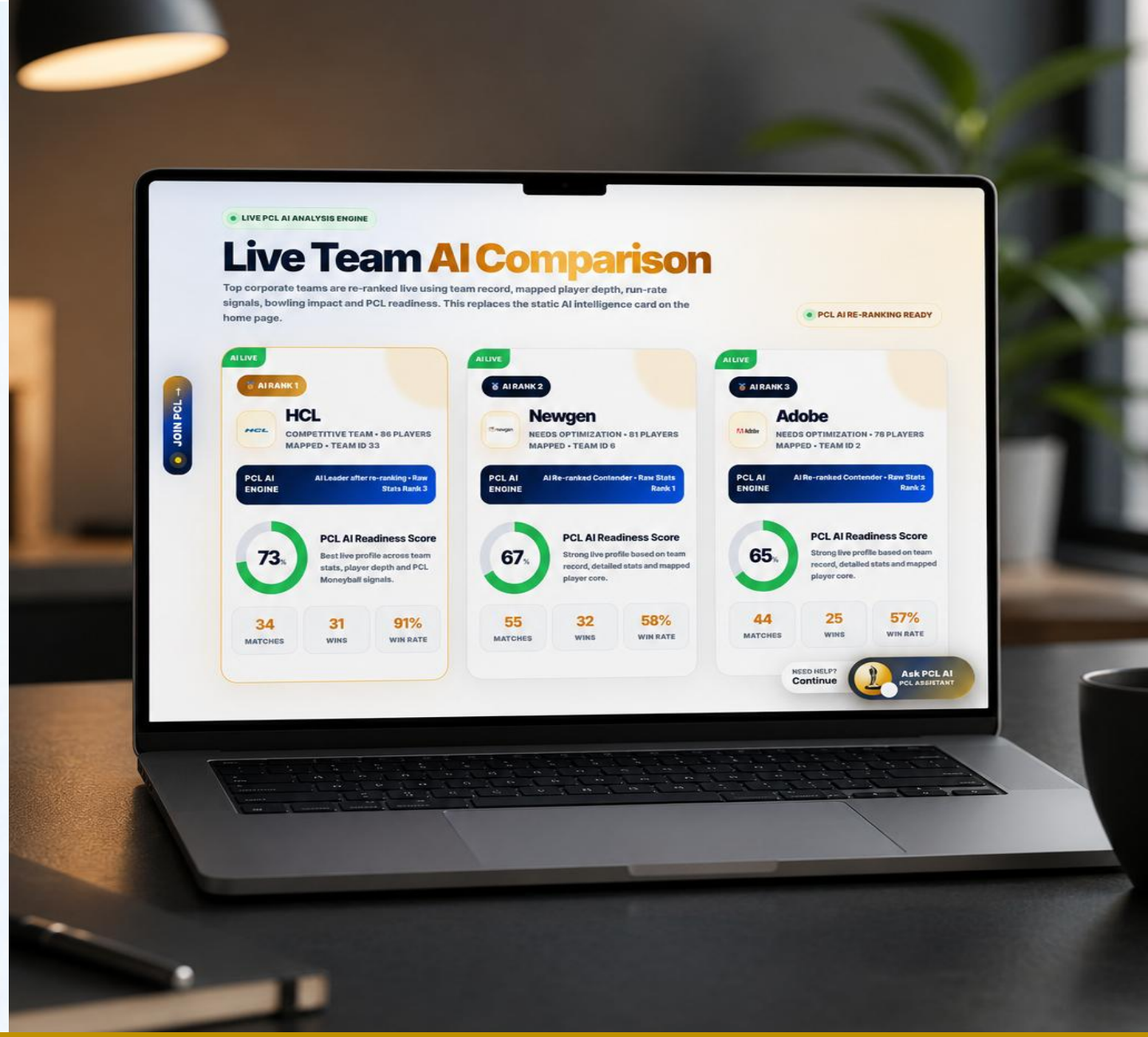
AI-powered scouting, ranking and match intelligence for corporate cricket. Teams discover talent, track performance and compete smarter.



365-Day Digital Visibility Engine

Recurring Brand Recall Across Every Digital Touchpoint

- Homepage Visibility
- Match Centres & Scorecards
- Continuous Corporate Reach
- OTT Highlights & Match Creatives
- Social Media & Media Galleries
- Always-On Digital Visibility
- Team Dashboards & Player Profiles
- AI Rankings & Recommendations



PCL LinkedIn Organic Growth Plan (9 months)

Phase 1 (Month 1–2): Awareness

- Introduce PCL concept
- Share big numbers (864 matches, 24 cities)
- Founder storytelling
- 1–2 posts/day

Phase 2 (Month 3–5): Engagement

- Daily match content
- Weekly highlight reels
- Player & team features
- 2–3 posts/day

Phase 3 (Month 6–8): Dominance

- High frequency posting
- Viral video content
- Corporate storytelling
- 3–5 posts/day

Phase 4 (Month 9): Peak & Conversion

- Finals content
- ROI & sponsor-focused posts
- High urgency CTA

1. Video Strategy (70% Content)

- Match highlights (15–30 sec)
- Big moments (shots, wickets)
- Crowd & energy clips
- Family and kids engagement

2. Organic Growth Engine

- Om Tagging: Players, companies, sponsors
- Employee reposting strategy
- Comment triggers: Tag teammates
- Founder-led content for authority

Expected Reach

- Per post: 5K–50K reach Weekly: 5–10 lakh reach
- Monthly: 20–40 lakh reach
- 9 months: 1–2 crore organic reach

Content Type	Posts/Week
Man of the Match	20–25
Winners	10–15
Highlights	3–5
Corporate	3–4
Authority	2

PRO CORPORATE
LEAGUE



Let’s build India’s next global sports brand together.

pcl@procorporateleague.com

www.corporateworldcup.com

www.procorporateleague.com

www.activelifeai.com