CORPORATE WORLD CUP™

A PRO CORPORATE LEAGUE INITIATIVE

X

YOUR BRAND

CORPORATE WORLD CUP

SEASON 1 JOURNEY

A NATIONWIDE
CORPORATE CRICKET
MOVEMENT



NATIONAL FINALE LIVE ON SONY liv

24-CITY PRE-QUALIFICATION:
DEC 2026 - JULY 2027

CORPORATE WORLD CUP:
JULY 2027

192 TEAMS • 24 CITIES • 864 MATCHES

WWW.CORPORATEWORLDCUP.COM

ONE GAME. ONE NATION. ONE CORPORATE WORLD.

WWW.CORPORATEWORLDCUP.COM | ROADTOCORPORATEWORLDCUP.COM | WWW.PROCORPORATELEAGUE.COM

02

CORPORATE WORLD CUP™
A PRO CORPORATE LEAGUE INITIATIVE

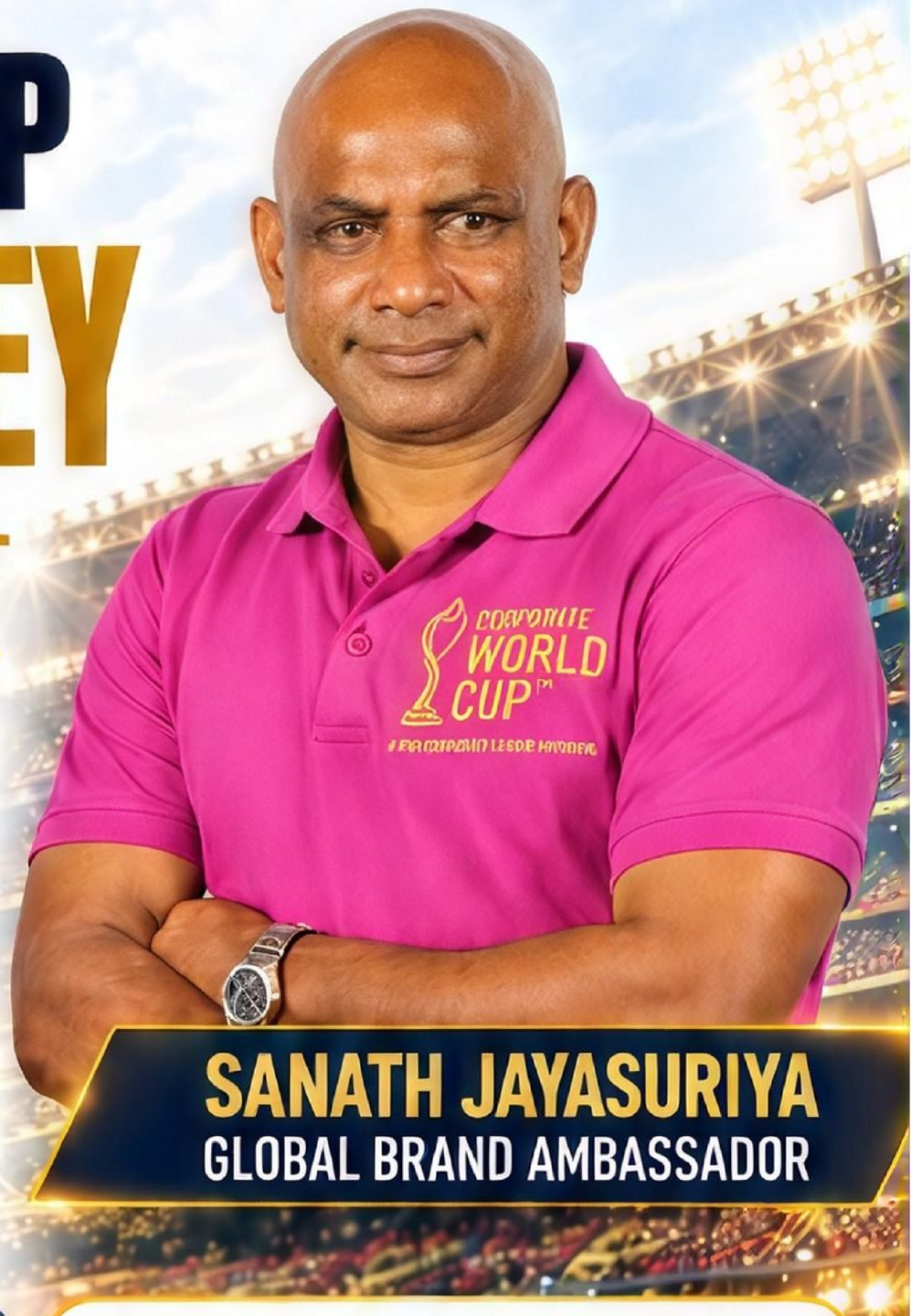
X

YOUR BRAND

CORPORATE WORLD CUP
SEASON 1 JOURNEY

THE ROAD TO GLORY

ONE GAME. ONE NATION. ONE CORPORATE WORLD.



SANATH JAYASURIYA
GLOBAL BRAND AMBASSADOR

01 — CANADA LAUNCH — BRAMPTON
Corporate World Cup begins its global journey.
23 AUGUST 2026

02 — PRE-LAUNCH EVENT
Official pre-launch with Sanath Jayasuriya.
30 AUGUST 2026

03 — CORPORATE WORLD CUP LAUNCH
The world's first Corporate World Cup is officially launched.
20 SEPTEMBER 2026

04 — 24-CITY LEAGUE PHASE
City qualification matches across 24 cities. Top 2 teams from each city advance.
DECEMBER 2026 — JULY 2027

05 — CORPORATE WORLD CUP NATIONAL FINALE
48 qualified teams.
One national champion.
JULY — AUGUST 2027

PCL CANADA TOUR
SEPTEMBER 2027

SEASON 1 AT A GLANCE

- 24 CITIES ACROSS INDIA
- 192 CORPORATE TEAMS
- 864 CITY LEAGUE MATCHES
- 48 TEAMS IN THE NATIONAL FINALE
- 1 NATIONAL CHAMPION

WWW.CORPORATEWORLDCUP.COM

ONE GAME. ONE SPIRIT. ONE WORLD.

03

CORPORATE WORLD CUP™
A PRO CORPORATE LEAGUE INITIATIVE

X

YOUR BRAND

CORPORATE WORLD CUP™

ONE NATION, ONE LEAGUE



NORTH ZONE

- Chandigarh
- Dehradun
- Delhi
- Noida
- Gurugram
- Jaipur
- Lucknow
- Kanpur
- Patiala

CENTRAL ZONE

- Bhopal
- Indore
- Nagpur

WEST ZONE

- Ahmedabad
- Mumbai
- Pune
- Surat
- Vadodara

SOUTH ZONE

- Bengaluru
- Chennai
- Hyderabad

EAST ZONE

- Bhubaneswar
- Kolkata
- Patna
- Ranchi

24 CITIES ACROSS INDIA

1000+ COMPANIES UNITED THROUGH CRICKET

SONY LIV NATIONAL FINALE LIVE ON SONY LIV

ONE CHAMPION. ONE LEGACY.
THE BEST CORPORATE TEAMS OF INDIA

OUR PLATFORMS

www.procorporateleague.com | www.roadtocorporateworldcup.com | www.pcleleven11.com

04

CORPORATE WORLD CUP™

A PRO CORPORATE LEAGUE INITIATIVE

PRO CORPORATE LEAGUE



PATRICK BROWN
MAYOR OF BRAMPTON

A milestone moment in the international journey of Corporate World Cup, with civic recognition and community engagement in Brampton, Canada.

"Proud to support initiatives that bring people together through sport."

CANADA LAUNCH

23 AUGUST 2026 | BRAMPTON, CANADA

CORPORATE CRICKET GOES GLOBAL.



OFFICIAL JERSEY REVEAL AT BRAMPTON



BRAMPTON MAYOR LAUNCHES CORPORATE WORLD CUP INITIATIVE

CORPORATE WORLD CUP PRE-LAUNCH EVENT

30 AUGUST 2026 | THE JOURNEY BEGINS | GHAZIABAD



PARTICIPATING CORPORATE TEAMS



PRESS CONFERENCE



VENUE EXPERIENCE



JERSEY REVEAL



PARTNER MOMENTS

THE STAGE WAS SET.
THE CORPORATE CRICKET MOVEMENT BEGAN.

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INDIA'S CORPORATE WORLD CUP™ • INDIA'S NEXT NATIONAL SPORTS PROPERTY

05

MEGA LAUNCH ON 20 SEPTEMBER



PANEL DISCUSSION

The Next Innings - Who Plays. How We Play. Who Pays



SANATH JAYASURIYA
Global Brand Ambassador
Corporate World Cup

Why he backs the World Cup; how technology changed cricket



SUDHIR DASAMANTHARAO
CEO
Adani GCC

Corporate view; AI in sport



GAURAV BHAIRWANI
Founder / Chairman
Test Twenty

Youth talent; new formats



MUKESH SHARMA
Founder Chairperson &
Head of School
Prometheus School

Schools, youth and the Olympic pathway



MEDIA & PR COVERAGE

CORPORATE WORLD CUP MAKES NATIONAL HEADLINES

20 SEPTEMBER 2026

WORLD'S FIRST CORPORATE WORLD CUP OFFICIALLY LAUNCHED



Business Standard

Home Latest E-Paper Markets Economy Companies Opinion Sports Specials

192 Teams, 24 Cities: World's First Corporate World Cup Officially Launched

The global corporate cricket tournament will bring together 192 teams across 24 cities. Pre-qualification city matches will run from November 2026 to June 2027, followed by the Corporate World Cup in July 2027.



ANI | INDIA'S LEADING NEWS AGENCY



PTI | PRESS TRUST OF INDIA

SANATH JAYASURIYA BACKS THE CORPORATE WORLD CUP

Global Brand Ambassador highlights the platform and opportunities created for corporate cricketers.



SPORTSNEXT



INDIA TV CRICKET



SPORTS TODAY



CK Cricket Kesari



24-CITY PRE-QUALIFICATION: NOV 2026 – JUN 2027 → **CORPORATE WORLD CUP: JULY 2027**

192 TEAMS • 24 CITIES • 864 MATCHES

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CORPORATE WORLD CUP™
A PRO CORPORATE LEAGUE INITIATIVE

MEDIA & PR COVERAGE

CORPORATE WORLD CUP IN HINDUSTAN TIMES

Hindustan Times

EDITORIAL SUMMARY

Corporate World Cup unveiled in Gurugram

The Corporate World Cup was unveiled in Gurugram. The planned competition spans 24 cities and culminates in July 2027, according to the CWC press release cited in the article. Pro Corporate League (PCL), with a 15-year history in corporate cricket, is organising the tournament.

Hindustan Times | 24 Sep 2026 | ANI report



SANATH JAYASURIYA | ANI INTERVIEW

नवभारत टाइम्स

कॉर्पोरेट वर्ल्ड कप में 192 टीमें खेलेंगी, 24 शहरों में होगी मैच



Business Standard

192 Teams, 24 Cities: World's First Corporate World Cup Officially Launched



ANI

192 Teams, 24 Cities: World's First Corporate World Cup Officially Launched



LatestLY

Corporate World Cup Launched in Gurugram: 192 Teams Across 24 Cities



The Tribune

Corporate World Cup, Teams, Registration Process



INDIA TODAY

Corporate World Cup: 192 Teams, 24 Cities, Global Stage for Corporate Cricket



SPORTS DUNIA

Sanath Jayasuriya Hails Corporate World Cup, Highlights Opportunities for Emerging Players



192 TEAMS • 24 CITIES • 864 MATCHES

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X

YOUR BRAND



08

FOUNDING TEAM PARTICIPATION 2026–27

WORLD'S FIRST

CORPORATE WORLD CUP

Build Your Brand Inside India's National Corporate Cricket Property.

INVITATION BASIS ONLY • ONLY 8 FOUNDING TEAMS PER CITY • 1 TEAM PER SECTOR

Sanath Jayasuriya

BRAND AMBASSADOR

- NATIONWIDE EXPOSURE
- MNC & TOP CORPORATES
- CATEGORY EXCLUSIVITY
- FOUNDING TEAM LEGACY

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09

OUR LEGACY. YOUR CONFIDENCE.

BUILT ON LEGACY.
TRUSTED BY INDIA'S BEST.

LIVE ON SONY liv YouTube



2024
JONTY RHODES
★ BRAND AMBASSADOR ★



2025
CHRIS GAYLE
★ BRAND AMBASSADOR ★



2026
SANATH JAYASURIYA
★ BRAND AMBASSADOR ★

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 · pwc · KPMG · Hero · LARSEN & TOUBRO

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.

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★ INDIA'S CORPORATE WORLD CUP™ | INDIA'S NEXT NATIONAL SPORTS PROPERTY ★

15 YEARS OF LEGACY. YOUR CONFIDENCE.

INDIA HAS IPL. INDIA HAS WORLD CUPS.

NOW CORPORATE INDIA HAS ITS OWN WORLD CUP™.



The world's most loved sport.
Now built exclusively for Corporate India.

WHY THIS MATTERS

INDIA'S FIRST CORPORATE WORLD CUP™
A national platform created exclusively for corporate teams across India.

EXCLUSIVE CATEGORY OWNERSHIP
One category. One brand.
One unshared advantage.

THE PREMIUM CORPORATE COMMUNITY
Engaging India's top professionals, employees, families & corporate leaders.

15 YEARS OF TRUST. NOW A LEGACY.
Built on 15 years of PCL legacy.
Backed by credibility. Driven by passion.

OFFICIAL CORPORATE TEAM
Represent your company with pride.
An identity that lasts.

18 PREMIUM MATCHES
A full season journey across 12 months.

TOP 2 TEAMS QUALIFY
Compete for your city.
Earn a place in the National Finale.

LIVE NATIONAL FINALE
Experience the thrill of the Finale LIVE on Sony LIV.

EMPLOYEE ENGAGEMENT
Build team spirit, motivation and a culture of excellence.

TROPHY AT YOUR OFFICE
Celebrate your team's achievement.
A moment of pride for your entire company.

YOUR BRAND SHOWCASED ACROSS PLATFORMS. ACROSS THE WORLD.

INSTAGRAM REELS



Short-form premium videos that engage millions globally.

LINKEDIN POSTS



Professional reach among decision-makers and global networks.

PLAYER STORIES



Real stories from real players that build stronger connections.

BEHIND THE SCENES



Authentic, candid content that builds trust and relevance.

WORLDWIDE PLAYER NETWORK



MNC players from global companies take your brand across their networks in India and around the world.

SONY LIV BROADCAST



Premium broadcast exposure that gives your brand national and global visibility.

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INDIA'S CORPORATE WORLD CUP™ | INDIA'S NEXT NATIONAL SPORTS PROPERTY

11

CORPORATE WORLD CUP™
A PRO CORPORATE LEAGUE INITIATIVE

X

YOUR BRAND

A SMALL INVESTMENT.

A POWERFUL 18-MATCH JOURNEY.

₹5 LAKH
TEAM OWNERSHIP PACKAGE

18 PREMIUM MATCHES
ACROSS 12 MONTHS

TOP 2 TEAMS QUALIFY FOR NATIONAL FINALE
LIVE ON SONY liv

WHAT YOUR TEAM GETS

TEAM OWNERSHIP

Exclusive Territory
One territory. One team.

Exclusive Category
Only one team per category in the territory.

Founding Team Status
Be one of the first 8 teams in your city.

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

TEAM JOURNEY

18 Premium Matches
Across 12 months.

Top 2 Teams Qualify
To represent your city in the National Finale.

Live National Finale
On Sony LIV.

Official Team Jersey
Play with pride. Represent your company.

Trophy at Your Office
Celebrate your team's achievement.

CORPORATE BENEFITS

Employee Engagement
Build team spirit and a culture of excellence.

Networking & CXO Connect
Engage with 500+ corporate, CXOs & business leaders.

Business Networking
Partnership opportunities across industries.

Brand & Reputation
Strengthen your company's identity and pride.



18 MATCHES. ONE DREAM. BRING THE CUP HOME.

18 PREMIUM MATCHES → TOP 2 TEAMS QUALIFY → NATIONAL FINALE LIVE ON SONY liv → CHAMPIONS OF INDIA

12 MONTHS | YOUR TEAM IDENTITY | 1 TROPHY AT YOUR OFFICE | 1 NATIONAL STAGE

INCLUSIONS WITH YOUR TEAM OWNERSHIP

- OFFICIAL TEAM JERSEY
- TEAM PHOTOS & HIGHLIGHTS
- MATCH COVERAGE & HIGHLIGHTS
- EMPLOYEE & FAN ENGAGEMENT
- NETWORKING OPPORTUNITIES
- TEAM RECOGNITION & AWARDS
- OFFICE TROPHY TOUR

15+ YEARS OF PCL LEGACY | 500+ CORPORATE TEAMS | 3000+ MATCHES ORGANISED | 24 CITIES NATIONWIDE | 1,00,000+ CORPORATE PLAYERS | SONY liv NATIONAL FINALE | LIFETIME LEGACY

OWN A TEAM. BUILD A LEGACY. INSPIRE A NATION.

Reserve Your City & Sector • ₹50,000 Reservation • Subject to Availability

OUR PLATFORMS

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THE OPPORTUNITY

CORPORATE WORLD CUP™
A PRO CORPORATE LEAGUE INITIATIVE

YOUR TEAM. YOUR CULTURE. YOUR COMPETITIVE ADVANTAGE.

Corporate cricket is not just a game.
It's a powerful investment in your people, your brand and your business.

EMPLOYEE IMPACT

Stronger Employee Engagement
Create excitement beyond office walls and build a sense of belonging.

Employer Branding
Become an employer people aspire to work with and stay with.

Team Culture
Break departmental silos, build leadership and improve collaboration.

Employee Recognition
Give your employees a platform to represent your company with pride.

Health & Wellness
Promote an active lifestyle and a healthier, happier workforce.



BUSINESS IMPACT

Client Hospitality
Invite clients and prospects to premium match experiences and build stronger relationships.

CXO Networking
Network with CXOs and senior leaders from India's top corporates.

National exposure through Sony LIV broadcast and digital highlights.

PR & Media Exposure
Media coverage, press releases and brand stories that go beyond business.

Recruitment Advantage
A visible sports culture helps attract and retain top talent.

WHAT YOUR COMPANY BUILDS EVERY DAY

STRONGER CULTURE	EMPLOYEE ENGAGEMENT	EMPLOYER BRANDING	CLIENT RELATIONSHIPS	CXO NETWORKING	SONY LIV & DIGITAL REACH	PR & MEDIA VALUE	CORPORATE WORLD CUP QUALIFICATION
A united team that plays together, grows together.	More engagement, more motivation, more performance.	Be the company people are proud to be a part of.	Stronger connects. Better trust. More opportunities.	Build valuable relationships that create business impact.	Your brand seen across the nation on premium platforms.	Stories that showcase your company in the right light.	Top 2 teams from each city qualify for the Corporate World Cup™ Finals.

A GREAT TEAM DOESN'T JUST WIN MATCHES.
IT BUILDS A STRONGER COMPANY.

Invest in your team today.
Build your legacy for tomorrow.

www.corporateworldcup.com | www.procorporateleague.com

13

CORPORATE WORLD CUP™

A PRO CORPORATE LEAGUE INITIATIVE

X

YOUR BRAND

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 BACKPACKS	COMPANY LOGO BRANDING
07 PLAYER NAME & NUMBER PRINTING	PREMIUM QUALITY FABRICS	PROFESSIONAL TEAM LOOK	TIMELY DELIVERY & SUPPORT

OUR PLATFORMS

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LIVE ON

SONY liv | YouTube

THE ROAD TO 2030

THE FIRST 8 WILL SHAPE THE FUTURE.

A 3-YEAR COMMERCIAL LICENCE. **A LIFETIME FOUNDING LEGACY.**



PROVEN EXECUTION.
A LEGACY DELIVERED.

2026
LAUNCH
THE MOVEMENT

2027
24 CITIES
NATIONWIDE FOOTPRINT

2028
100+ TERRITORIES
EXPANDING THE ECOSYSTEM

2029
NATIONAL CORPORATE
CRICKET ECOSYSTEM

2030
INDIA'S LARGEST
CORPORATE CRICKET
OWNERSHIP NETWORK



THE JOURNEY CONTINUES.
A VISION THAT GROWS.

THE FUTURE WILL NOT BE BUILT BY EVERYONE.

THE FIRST EIGHT

WILL HOLD THEIR FOUNDING LEGACY FOR LIFE.

EXCLUSIVE TERRITORIAL RIGHTS | 3-YEAR RENEWABLE COMMERCIAL LICENCE | LIFETIME FOUNDING STATUS

500+
CORPORATE
TEAMS

24
CITIES
NATIONWIDE

15+
YEARS
OF LEGACY

2030
VISION.
NATIONAL SCALE.
GLOBAL POTENTIAL.

1. **SELECT TERRITORY** — Choose your city or zone
2. **CONFIRM AVAILABILITY** — Check category exclusivity
3. **EXECUTE LOI** — Secure with a Letter of Intent
4. **LICENCE AGREEMENT** — Finalize 3-year commercial terms
5. **TERRITORY ONBOARDING** — Launch your team and brand

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