

BRAND CATEGORY REPORT

TYRE



SPORT SPONSORSHIP TYRES

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RESEARCH REPORT

A report on brands within the Tyres category and their current involvement in sports sponsorship and media.

KEY PLAYERS



BKT TIRES



Lucknow Super Giants

Indian Premier League

Sponsorship



Gujarat Titans

Indian Premier League

Sponsorship



Punjab Kings

Indian Premier League

Sponsorship



Sunrisers Hyderabad

Indian Premier League

Sponsorship



Mumbai Indians

Indian Premier League

Sponsorship



Kolkata Knight Riders

Indian Premier League

Sponsorship



Rajasthan Royals

Indian Premier League

Sponsorship



UP T20

Cricket League

Sponsorship

CEAT TYRES



Indian Premier League

Cricket League

Sponsorship



Women's Premier League

Cricket League

Sponsorship



Harmanpreet Kaur

Cricket Athlete

Endorsement



Rohit Sharma

Cricket Athlete

Endorsement



Shreyas Iyer

Cricket Athlete

Endorsement



Indian Supercross Racing League

Motorsports League

Sponsorship



India Tour of Australia

Star Sports

Media Buy

MRF TYRES



Indian Premier League

JioHotstar

Media Buy



FMSCI National Racing Championship

Motorsport Event

Sponsorship



Virat Kohli

Cricket Athlete

Endorsement



Shubman Gill

Cricket Athlete

Endorsement

EUROGRIP TYRES



M S Dhoni

Cricket Athlete

Endorsement

APOLLO TYRES



New Delhi Half Marathon

Running Event

Sponsorship



AFMC Pune Marathon

Running Event

Sponsorship



Kolkata Full Marathon

Running Event

Endorsement



Sachin Tendulkar

Former Cricket Athlete

Endorsement

BRIDGESTONE TYRES



Nirmayan Charity Golf Tournament

Golf Event

Sponsorship

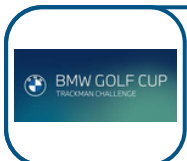
VREDESTEIN TYRES



ACMA Invitational

Golf Event

Sponsorship



BMW Golf Cup

Golf Event

Sponsorship



AVT Champions Tour

Golf Event

Sponsorship

JK TYRES



Indian Racing League

Motorsports Event

Sponsorship



JK Tyre NRC

Motorsports Event

Owner + Sponsorship

ARL TYRES



Royal Challengers Bengaluru

Indian Premier League

Sponsorship



VCAT Masters Premier League

Cricket League

Sponsorship

RALCO TYRES



India Tour of Sri Lanka

Cricket Series

Sponsorship



Bangladesh Tour of India

Cricket Series

In-Stadium Branding