

BRAND CATEGORY REPORT

2-WHEELER AUTOMOBILE



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RESEARCH REPORT

A report on brands within the 2-Wheeler Automobile category and their current involvement in sports sponsorship and media.

KEY PLAYERS



HERO MOTOCORP



Women's T20 Asia Cup

Cricket Tournament

Sponsorship



Hockey India League

League

Sponsorship



Virat Kohli

Cricket Athlete

Endorsement



ICC Women's T20 World Cup

Hotstar

Media Buy

TVS MOTOR



Indian Premier League

JioHotstar

Media Buy

ROYAL ENFIELD

ROYAL ENFIELD



ICC Champions Trophy 2025

Star Sports

Media Buy



UP Yoddhas

Pro Kabaddi League

Sponsorship

KAWASAKI

Kawasaki



Indian Supercross Racing League

League

Sponsorship

BAJAJ MOTORS

BAJAJ



India Tour of Sri Lanka

Sony Sports

Media Buy

GREAVES ELECTRIC / AMPERE



Bengaluru Open

Tennis Event

Sponsorship



Axar Patel

Cricket Athlete

Endorsement



East Bengal FC

Indian Super League

Sponsorship



ERISHA E-MOBILITY



Sourav Ganguly

Former Cricketer

Endorsement

RIVER EV



Bengaluru FC

Indian Super League

Sponsorship

VIDA



Tata Mumbai Marathon

Marathon Event

Sponsorship



Vedanta Delhi Half Marathon

Marathon Event

Sponsorship



Tata Steel Kolkata 25K

Marathon Event

Sponsorship

HESTUR ENERGY



Axar Patel

Cricket Athlete

Endorsement