

# BRAND CATEGORY REPORT

## 2-WHEELER AUTOMOBILE



### ELUCIDE SPORTS

🌐 [www.elucidesports.in](http://www.elucidesports.in)

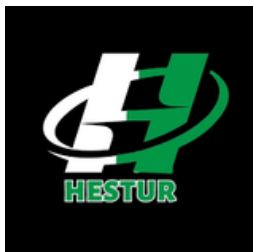
✉ [info@elucidesports.in](mailto:info@elucidesports.in)

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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

GREAVES  
ELECTRIC  
MOBILITY



## 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