

BRAND CATEGORY REPORT

BANKING



SPORT SPONSORSHIP BANKING

ELUCIDE SPORTS

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RESEARCH REPORT

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

KEY PLAYERS



IDFC FIRST BANK



Tata Mumbai Marathon

Running Event

Sponsorship



TCS World 10k Bengaluru

Running Event

Sponsorship



Vedanta Delhi Half Marathon

Running Event

Sponsorship



Tata Steel World 25k Kolkata

Running Event

Sponsorship



Mumbai Indians

Indian Premier League

Sponsorship



BCCI

Cricket Federation

Sponsorship



Arshdeep Singh

Cricket Athlete

Endorsement



Jaipur Pink Panthers

Pro Kabaddi League

Sponsorship

STATE BANK OF INDIA



Prime Volleyball League

Volleyball League

Sponsorship



Jamshedpur FC

Indian Super League

Sponsorship



Smriti Mandhana

Cricket Athlete

Endorsement



M S Dhoni

Cricket Athlete

Endorsement



Women's Premier League

JioHotstar

Media Buy



Indian Premier League

JioHotstar

Media Buy



SBI Green Marathon

Running Event

Owner + Sponsorship

BANK OF BARODA



International Masters League T20

Cricket League

Sponsorship



Pinkathon

Running Event

Sponsorship



Sachin Tendulkar

Former Cricket Athlete

Endorsement



Shafali Verma

Cricket Athlete

Endorsement



Sumit Nagal

Tennis Athlete

Endorsement



PV Sindhu

Badminton Athlete

Endorsement

HSBC



Virat Kohli

Cricket Athlete

Endorsement



Indian Premier League

JioHotstar

Media Buy



Rugby Premier League

Rugby League

Sponsorship

RBL BANK



Gukesh D

Chess Athlete

Endorsement

YES BANK



Indian Olympic Association

Sports Federation

Sponsorship



Chennai Singams

Indian Street Premier League

Sponsorship

CANARA BANK



Andhra Premier League

Cricket League

Sponsorship

UNION BANK OF INDIA



Bengaluru Open

Tennis Event

Sponsorship

UTKARSH SFB



Utkarsh Small Finance Bank



Mary Kom

Boxing Athlete

Endorsement



Sunil Chhetri

Football Athlete

Endorsement

INDIAN OVERSEAS BANK



Indian Overseas Bank



Tamil Nadu Premier League

Cricket League

Sponsorship

KARUR VYSYA BANK



Bengaluru Torpedoes

Prime Volleyball League

Sponsorship

FEDERAL BANK



Kerala Cricket League

Cricket League

Sponsorship



H S Prannoy

Badminton Athlete

Endorsement

INDUSIND BANK



International
Cricket Council

International Cricket Council

Cricket Federation

Sponsorship

BANDHAN BANK



Sourav Ganguly

Former Cricket Athlete

Endorsement

EQUITAS SFB



Chennai Superkings

Indian Premier League

Sponsorship



Gujarat Titans

Indian Premier League

Sponsorship

ICICI BANK



ICC T20 World Cup 2024

Star Sports

Media Buy

BARCLAYS



World Pickleball League

Pickleball League

Sponsorship

CITY UNION BANK



Chennai Superkings

Indian Premier League

Sponsorship



Sunrisers Hyderabad

Indian Premier League

Sponsorship

BMO BANK



Rohit Sharma

Cricket Athlete

Endorsement

DBS BANK



Lakshya Sen

Badminton Athlete

Endorsement