

BRAND CATEGORY REPORT

INSURANCE

SPORT SPONSORSHIP INSURANCE



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RESEARCH REPORT

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

KEY PLAYERS



SBI LIFE



Lucknow Supergiants

Indian Premier League

Sponsorship



BCCI

Cricket Federation

Sponsorship



Paralympic Committee of India

Sports Federation

Sponsorship

KOTAK LIFE



Royal Challengers Bengaluru

Indian Premier League

Sponsorship

ACKO



Kolkata Knight Riders

Indian Premier League

Sponsorship



Gujarat Titans

Indian Premier League

Sponsorship



Delhi Capitals

Indian Premier League

Sponsorship

KSHEMA GENERAL



Punjab Kings

Indian Premier League

Sponsorship

BAJAJ ALLIANZ



Shubman Gill

Cricket Athlete

Endorsement



Kochi Blue Spikers

Prime Volleyball League

Sponsorship

AGEAS FEDERAL



Sachin Tendulkar

Former Cricket Athlete

Endorsement

HDFC LIFE



Rishabh Pant

Cricket Athlete

Endorsement

ICICI PRUDENTIAL



Suryakumar Yadav

Cricket Athlete

Endorsement



Wimbledon

Star Sports

Media Buy

TATA AIA



Neeraj Chopra

Javelin Athlete

Endorsement

PNB METLIFE



Smriti Mandhana

Cricket Athlete

Endorsement

AXIS MAX



Rohit Sharma

Cricket Athlete

Endorsement



India Tour of England

Sony Sports

Media Buy

CANARA HSBC



Jasprit Bumrah

Cricket Athlete

Endorsement

STAR HEALTH



Dinesh Karthik

Cricket Athlete

Endorsement



Sunrisers Hyderabad

Indian Premier League

Sponsorship

DIGIT



Virat Kohli

Cricket Athlete

Endorsement