

# BRAND CATEGORY REPORT

## 4-WHEELER AUTOMOBILE



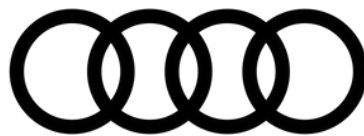
### ELUCIDE SPORTS

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### RESEARCH REPORT

A report on brands within the 4-Wheeler Automobile category and their current involvement in sports sponsorship and media.

# KEY PLAYERS



# MARUTI SUZUKI



## Indian Premier League

Star Sports

Media Buy



## India Tour of Sri Lanka

Sony Liv

Media Buy



## India Tour of Australia

Star Sports

Media Buy



## ICC Women's T20 World Cup

Hotstar

Media Buy

# MAHINDRA AUTO



## Kerala Super League

League

Sponsorship

# TATA MOTORS PV

**TATA** MOTORS



## Indian Premier League

League

Sponsorship



## Indian Premier League

JioHotstar

Media Buy



## Women's Premier League

League

Sponsorship



## Women's Premier League

JioHotstar

Media Buy



## Jamshedpur FC

Indian Super League

Owner + Sponsorship

# AUDI



## Neeraj Chopra

Javelin Athlete

Endorsement

# TATA MOTORS EV



## Tata Mumbai Marathon

Marathon Event

Sponsorship



## Vedanta Delhi Half Marathon

Marathon Event

Sponsorship



## TCS World 10k Bengaluru

Marathon Event

Sponsorship



## Pickleball Weekend Fiesta

League

Sponsorship

# CITROEN



## MS Dhoni

Cricket Athlete

Endorsement

# HYUNDAI MOTORS



## Smriti Mandhana

Cricket Athlete

Endorsement



## Jemimah Rodrigues

Cricket Athlete

Endorsement



## Shafali Verma

Cricket Athlete

Endorsement

# TOYOTA



## Indian Supercross Racing League

League

Sponsorship

# VOLVO



## World Pickleball League

League

Sponsorship

# JEEP

# Jeep®



## Tennis Premier League

League

Sponsorship

# FORCE MOTORS



## Puneri Paltan

Pro Kabaddi League

Sponsorship