

## **APL APOLLO led SG SPORTS ACQUIRES A FRANCHISE TEAM AT THE CEAT INDIAN SUPERCROSS RACING LEAGUE**

- *Leading steel tube manufacturer APL Apollo Group's sports arm, SG Sports, becomes one of the team owners in the CEAT Indian Supercross Racing League*
- *The Team will be named SG Speed Racers and will be based out of Delhi.*
- *SG Sports aims to elevate the sports spirit in India and build a platform for emerging athletes to excel on the global stage*
- *Team SG Speed Racers will compete for top honors in the league's debut season, which starts in October 2023*

**Pune, August 10<sup>th</sup> 2023:** Chess to Racing, APL Apollo led SG Sports is again all set to shake up another league, this time it's filled with adrenaline-pumping real action & fierce competition. After the exotic experience of running the franchise of SG Alpine Warriors in Tech Mahindra Global Chess League, it has now started a new journey with the franchise of SG Speed Racers in CEAT Indian Supercross Racing League. The league is being started with the collaboration of Federation of Motor Sports Clubs of India (FMSCI). This is the India's first franchise-based Supercross Racing League which brings together riders from worldwide to compete in various formats and categories.

APL Apollo is the number 1 structural steel tubing brand with a 55% market share in the domestic market. It has been into the arena of sports for a long time as it was the principal sponsor for Delhi Capital in IPL for 3 consecutive years.

The CMD of APL Apollo group Mr. Sanjay Gupta has a huge passion for sports. He envisions great potential in sports in coming years. SG Sports' vision is to revolutionize the sports landscape in India by providing a robust platform for emerging athletes to thrive and shine. The company believes in maximizing the potential of Indian sports and athletes through branding activities and global exposure.

Speaking on the occasion, **Mr. Sanjay Gupta, CMD of APL Apollo Tubes Limited**, said, "Today marks a thrilling milestone for SG Sports, as we foray into the exciting world of Supercross with the acquisition of a team in the CEAT Indian Supercross Racing League. Our legacy of promoting sports excellence drives and inspires us to develop the supercross scene across the length and breadth of India. Backed by world-class facilities and the unwavering support of the FMSCI, we envision nurturing a new generation of talented riders who can compete globally. We are grateful to CEAT Indian Supercross Racing League for this opportunity. We aspire to accelerate the growth of Supercross in India, leaving an enduring sporting legacy that is cherished across the globe."

*Expressing his excitement about SG Sports becoming a part of the CEAT Indian Supercross Racing League, **Veer Patel, Co-founder and Director of Supercross India Pvt. Ltd**, said, "We're thrilled to announce SG Sports' partnership with the CEAT Indian Supercross Racing League. As a strategic arm of the APL Apollo Group, SG Sports is committed to significantly impacting the sports industry. We believe this partnership will enhance the Supercross racing ecosystem and inspire millions of youth athletes nationwide."*

The inaugural season of the CEAT Indian Supercross Racing League is set to kick off in October 2023, with eight team franchises gearing up to compete for the ultimate recognition in the high-octane racing league. The league will witness breathtaking display of skills, fierce competition, and exhilarating action that will captivate audiences nationwide.

*Commenting on SG Sports' addition to the CEAT Indian Supercross Racing League, **Sujith Kumar, Chairman of the Supercross Racing Commission of the FMSCI**, said, "SG Sports is a remarkable addition to the CEAT Indian Supercross Racing League. APL Apollo Tubes Limited's association with CISRL exemplifies their unwavering commitment to fostering sports in our nation. Their vision of nurturing sports and engaging millions of youths aligns seamlessly with our own mission for the development of Supercross in the country. We extend a warm welcome to SG Sports and eagerly anticipate witnessing their captivating performances on the racing track."*

## **ABOUT THE PROMOTERS**

**Team Supercross India (SXI), the parent company of CEAT Indian Supercross Racing League, is at the helm of a groundbreaking initiative led by former international racers, Veer Patel (a two-time national SX Champion), Eeshan Lokhande and Aashwin Lokhande.** Drawing upon their extensive personal experience and unwavering passion for the sport, they have meticulously conceptualized, identified crucial gaps, and delivered a League that is set to redefine Supercross racing on a global scale. With their deep understanding of the sport and relentless pursuit of excellence, they are paving the way for a new era of Supercross that will captivate audiences worldwide.

## **ABOUT SG SPORTS PVT. LTD**

SG Sports is the sports arm of APL Apollo Group, a Rs500bn conglomerate with a presence across India & Dubai. Established in 1986, the company aims to join in the race for the elevation of the sports spirit in India. As a market leader in the Indian steel tube industry, APL Apollo has enjoyed tremendous success in last 15 years. With its innovative product line and state-of-the-art 12 manufacturing plants, APL Apollo has set its sights on global domination.

## **ABOUT CEAT INDIAN SUPERCROSS RACING LEAGUE:**

The CEAT Indian Supercross Racing League (CEAT ISRL) is the world's first franchise-based Supercross league, a groundbreaking initiative that is set to revolutionize the way sports are perceived in India. It is here to create a global extravaganza, an awe-inspiring spectacle that will captivate Indian spectators like never before. CEAT ISRL have signed up with athletes around the world to compete in a variety of formats and categories, pushing the limits of their skills and inspiring Indian riders to reach new heights. Prepare to be amazed as our stage performers break records with their charismatic engagement, adding an extra layer of excitement to this premier motorsport event. The league is committed to providing a safe and competitive environment for riders of all ages and skill levels. The league also believes in giving back to the community and partnering with local organizations to promote youth development and environmental sustainability.

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