

BIGGER, BOLDER AND FASTER - CEAT ISRL ANNOUNCES SEASON 2 DATES AND EXPANDS CALENDAR

- *The second season of ISRL will run for 60 days, from January to March 2025, offering fans an extended period of thrilling supercross action.*
- *Season 2 will feature some exciting racing format, increase in the number of races and new stadiums.*
- *Rider Registrations for Season 2 to commence by the end of June 2024.*
- *Rider auction for season 2 is scheduled for the month of October 2024.*

Mumbai, May 14, 2024: After the resounding success of its inaugural season, the CEAT Indian Supercross Racing League (ISRL) has established itself as a global sensation for the motorsport community and is considered as the fastest growing motorsports league in the world. The league is thrilled to announce the much-anticipated season 2, slated to kick off in January 2025 and run until March 2025. Recognized as the world's first franchise-based supercross racing series, ISRL is poised to elevate the adrenaline-fueled action to new heights with an extended 60-day season.

Season 2 of the CEAT ISRL promises to be an exhilarating spectacle, with an increased number of races and new stadiums set to captivate motorsports enthusiasts across the nation. Rider registration for the upcoming season will be commencing in the month of July 2024, following a surge in inquiries from riders worldwide eager to compete in one of the most thrilling racing events on the Indian calendar. The rider auction for season 2 is scheduled for the month of October 2024.

"We are thrilled to announce the commencement of Season 2 of the CEAT Indian Supercross Racing League," said **Mr. Veer Patel, Co-founder & Director of Indian Supercross Racing League**. "After the phenomenal success of our inaugural season, the anticipation for the upcoming season is palpable. We have received overwhelming interest from riders across the globe, reflecting the growing popularity and prestige of the CEAT ISRL."

Mr. Lakshmi Narayanan B, Chief Marketing Officer, CEAT said "Our partnership with the Indian Supercross Racing League has witnessed a phenomenal inaugural season, and we are deeply committed to this relationship, confident of its continued success. The excitement and enthusiasm generated in Season 1 were truly remarkable, creating a unique niche audience in India that never existed before. We are eagerly looking forward to an even bigger and more exciting Season 2."

Building on the momentum of its debut season, CEAT ISRL Season 2 is poised to be bigger, bolder and faster than ever before and will feature an expanded roster of races and new stadiums, promising fans an even more electrifying experience. With its unique franchise-based model and commitment to innovation, CEAT ISRL aims to push the boundaries of supercross racing and solidify its position as a leading force in the motorsports industry.

For more information and updates on the Indian Supercross Racing League (ISRL), visit <https://indiansupercrossleague.com/>

ABOUT THE PROMOTERS:

Team Supercross India (SXI), the parent company of Indian Supercross Racing League, is at the helm of a ground-breaking 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 INDIAN SUPERCROSS RACING LEAGUE (ISRL):

Indian Supercross Racing League (ISRL) is the world's first franchise-based Supercross league. This ground-breaking initiative 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. ISRL will bring 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.

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