



PRESS RELEASE

INDIAN SUPERCROSS RACING LEAGUE APPOINTS ARUN KUMAR RAO AS PRESIDENT – COMMERCIAL PARTNERSHIPS

ISRL continues to emerge as a new economy of sport, entertainment, and youth culture in India, while building a high-energy experiential platform for automotive, mobility, lifestyle, and consumer brands.

12th May, Pune: The [Indian Supercross Racing League \(ISRL\)](#) has appointed **Mr. Arun Kumar Rao** as **President of Commercial Partnerships**, further strengthening the league's leadership team. The appointment comes at a fitting time as ISRL accelerates its next phase of growth across sponsorships, strategic partnerships, media integrations, and brand-led experiences ahead of Season 3.

As a seasoned industry leader with over 25 years of experience across sports, media, entertainment, advertising, and integrated marketing, Arun Rao brings an extensive expertise in commercial partnerships, sponsorship sales, IP creation, and revenue development. In his new role at ISRL, he will lead the league's commercial strategy, focusing on building scalable partnerships, unlocking new revenue streams, and strengthening ISRL's positioning as a premium platform for brands seeking to engage with India's fast-growing motorsports and youth ecosystem.

Over the course of his career, Rao has worked with some of India's leading organisations including HAVAS PLAY, Disney India, The Times of India Group, Indian Super League – Odisha FC, DSPORTS, Dish TV India, 9XM Media, FTV India, TBWA India, and Percept Communication where he played a key role in establishing and scaling the vertical in India. He is widely recognized for his expertise across sports marketing, sponsorship sales, integrated media, experiential marketing, branded content, OTT monetization, and commercial strategy.

Commenting on the appointment, Arun Kumar Rao said: *“Indian Supercross Racing League brings together competitive racing, fan experiences, lifestyle culture, and the wider automotive ecosystem. The platform has already demonstrated strong momentum and immense future potential. I look forward to building a robust commercial framework that delivers long-term value for partners while helping elevate motorsports into a mainstream youth entertainment category in India.”*

Commenting on the development, Veer Patel, Managing Director & Co-Founder, ISRL, said: *“Arun Rao brings extensive commercial and strategic leadership experience, with a strong track record in building high impact partnerships and scaling consumer facing platforms. As Indian Supercross Racing League enters its next phase of*

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expansion, his leadership and industry relationships will play an important role in scaling the league's commercial ecosystem and long-term growth."

Backed by Bollywood superstar **Salman Khan** as Brand Ambassador & Investor, ISRL has rapidly emerged as one of India's most exciting non-cricket sports properties, combining world-class Supercross racing, entertainment, youth culture, and immersive fan experiences.

Over the last two seasons, the league has witnessed strong growth across stadium attendance, broadcast viewership, digital engagement, and brand participation, while creating a high-energy experiential platform for automotive, mobility, lifestyle, and consumer brands to connect with next-generation audiences.

Exclusively sanctioned by the Federation of Motor Sports Clubs of India (FMSCI), ISRL brings together international riders, creators, celebrities, franchise teams, and brands to create a next-generation motorsport entertainment ecosystem for India's young and aspirational audience.

ISRL SEASON 3 – PROPOSED OVERVIEW

- **Race Window:** October – December 2026
- **Proposed Broadcast:** Hotstar
- **Global Reach:** Proposed broadcast across 150+ countries
- **Proposed Cities:** Delhi | Hyderabad | Bengaluru | Kochi | Mumbai

ABOUT THE PROMOTERS

Team Supercross India Pvt. Ltd. (SXI), the parent company of the Indian Supercross Racing League, is led by former international racers Veer Patel (two-time National Supercross Champion) and Eeshan Lokhande. Backed by deep domain expertise and a shared vision for the sport, they have built ISRL as a scalable platform aimed at redefining Supercross racing in India and on the global stage.

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FOR MORE INFORMATION ON ISRL

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