



PUNIT BALAN GROUP JOINS INDIAN SUPERCROSS RACING LEAGUE SEASON 3 WITH NEW FRANCHISE TEAM

- ✚ *Renowned sports patron and entrepreneur Punit Balan expands his sporting footprint into Indian Supercross.*
- ✚ *New ISRL franchise strengthens Pune's position as one of India's fastest-growing motorsport markets*

Pune, 13 July, 2026 – The Indian Supercross Racing League (ISRL) proudly welcomes the Punit Balan Group (PBG) as the new franchise team for Season 3 of India's premier Supercross racing league. The new franchise **PBG Racing** marks PBG's entry into Indian motorsports and further reinforces Pune's growing stature as a powerhouse for emerging sports ecosystems in the country.

Led by renowned entrepreneur, film producer, and sports patron Punit Balan, the new franchise brings together a legacy of sporting excellence, youth development, and large-scale league participation into the world of Supercross racing. With successful investments and ownership across cricket, chess, tennis, handball, table tennis, kho kho, badminton, and arm wrestling, Punit Balan Group's entry into ISRL represents another major step in its vision of building and supporting India's next generation of sporting platforms.

The addition of PBG Racing to the ISRL grid is expected to significantly strengthen the league's presence in Maharashtra while introducing a new wave of sports audiences and fan engagement opportunities to Indian Supercross.

"Sport has always been a powerful platform for inspiring young talent and building strong communities, and that philosophy has guided every sporting investment we have made over the years. The Indian Supercross Racing League represents an exciting new chapter for racing in India. Maharashtra, and especially Pune, has steadily emerged as one of the country's most vibrant motorsport hubs backed by passionate fans and a growing culture around racing. We are delighted to join ISRL for Season 3 and look forward to building a franchise that reflects passion, performance, and the spirit of Indian racing while also supporting the long-term growth of motorsport in the country." **said, Punit Balan, Chairman and Managing Director – Punit Balan Group.**

Eeshan Lokhande, Co-Founder & Director, ISRL said *"We are thrilled to welcome Punit Balan Group to the ISRL family for Season 3. Punit Balan's commitment to Indian sport and athlete development across multiple disciplines speaks volumes about his long-term vision for building world-class sporting ecosystems. His entry into ISRL is another strong validation of the league's growth and potential as we continue to elevate Supercross into a mainstream sporting and entertainment property in India. We look forward to an exciting journey together and to seeing the new franchise energize fans and the racing community alike."*



The Indian Supercross Racing League continues to witness rapid growth as it positions itself at the intersection of sport, entertainment, youth culture, and business. The entry of Punit Balan Group into ISRL reflects the increasing commercial momentum around motorsports in India and the growing confidence of leading investors and sports entrepreneurs in the league's long-term vision.

With Season 3 expected to be bigger, faster, and more immersive than ever before, ISRL continues to build a franchise ecosystem that blends elite racing with entertainment and fan-first experiences.

Join the excitement and follow ISRL on social media using #FlirtWithDirt!

ABOUT PUNIT BALAN GROUP

The Punit Balan Group (PBG) is a diversified business conglomerate with interests across real estate, entertainment, sports, and philanthropy. Headquartered in Pune, the group has developed over 50 million sq. ft. of real estate projects and has expanded its footprint globally with ventures in Spain and Dubai.

PBG has emerged as one of India's leading supporters of grassroots and professional sports through investments, sponsorships, athlete development programs, and franchise ownerships across multiple sporting leagues. The group is also actively involved in film production and youth-focused initiatives aimed at promoting sporting excellence and infrastructure development across India.

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.

FOR MORE INFORMATION ON ISRL

Instagram: @indiansupercrossleague | **Facebook:** @ISRL-Indian Supercross Racing League | **Website:** www.indiansupercrossleague.com

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