

HONDA MOTORCYCLE & SCOOTER INDIA PARTNERS WITH BB RACING AS TITLE SPONSOR FOR INDIAN SUPERCROSS RACING LEAGUE SEASON 3

Panchshil Realty-backed franchise to compete as Honda BB Racing, strengthening manufacturer participation in Indian Supercross

Pune | 30 September 2026: [Honda Motorcycle & Scooter India \(HMSI\)](#) has entered a title partnership with **Panchshil Realty-backed BB Racing** for **Season 3 of the Indian Supercross Racing League (ISRL)**. The team is set to compete as **Honda BB Racing** and will carry Honda Racing's Red identity on the grid as it enters the upcoming season with renewed championship ambitions. Across the first two seasons, BB Racing has consistently emerged as a formidable force on the ISRL stage, with **legendary French rider Jordi Tixier** delivering some of the league's most memorable performances. Competing for BB Racing, Tixier has been an exceptional standout, securing individual glory including victory in the **All-Stars category**, while delivering high-intensity performances and masterclasses across both seasons.

Under the partnership, **HMSI will become the Title Sponsor of BB Racing**, formalising an association that began when the team chose to compete aboard Honda machinery in the inaugural season of ISRL. Honda BB Racing will continue to race the **Honda CRF450R and Honda CRF250R** motocross motorcycles.

The agreement was formalised in Pune by **Mr. Atul Chordia, Chairman, Panchshil Realty and Owner, BB Racing**, and **Mr. Mutsuo Usui, Director – Sales & Marketing, Honda Motorcycle & Scooter India**, in the presence of representatives from **Honda Motorcycle & Scooter India** and the **Indian Supercross Racing League**.

The partnership follows HMSI's announcement earlier this year outlining a strategic shift towards off-road motorsport. Through its support for Honda BB Racing, HMSI will strengthen its engagement with Indian Supercross while bringing Honda's global off-road racing heritage closer to riders and motorsport enthusiasts in the country.

The partnership brings together Honda's global motorsport heritage and engineering philosophy with BB Racing's long-term commitment to building a professional Supercross franchise in India. For ISRL, the association marks another step in developing a structured ecosystem that brings together motorcycle manufacturers, professional franchises, international and Indian athletes, commercial partners and a new generation of racing fans.

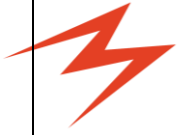
Mr. Mutsuo Usui, Director – Sales & Marketing, Honda Motorcycle & Scooter India, said: *"Indian riders are increasingly exploring new riding experiences, with growing interest in adventure and off-road motorcycling. Our title partnership with BB Racing reflects our support for this evolving riding culture and for the growth of professional Supercross in India. Having competed aboard Honda machinery since the inaugural season of ISRL, BB Racing is a natural partner for us. Through Honda BB Racing, we look forward to bringing Honda's global off-road racing heritage closer to Indian riders and motorsport enthusiasts."*

Mr. Atul Chordia, Chairman, Panchshil Realty & Owner, Honda BB Racing, said: *"BB Racing has always been driven by a passion for professional Supercross and a commitment to building a strong team in India. Honda has been an important part of our journey since we entered the ISRL, and bringing the two together as Honda BB Racing is a natural next step. This partnership marks an important milestone for the team, and we look forward to competing at the highest level while contributing to the growth of Supercross and off-road motorsport in India."*

Supercross India Pvt. Ltd.

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Mr. Eeshan Lokhande, Co-Founder, Indian Supercross Racing League, said: *“ISRL was created to bring together the key pillars needed to build a strong Supercross ecosystem in India, and manufacturer participation is an important part of that vision. HMSI’s title partnership with BB Racing is a significant step for the league and reinforces the growing role of OEMs in Indian Supercross. We believe partnerships like this can deepen industry participation and help establish India as a credible destination for the sport globally.”*

With Honda BB Racing preparing to take its place on the Season 3 grid aboard the CRF450R and CRF250R, the partnership marks a new chapter for the team while strengthening the connection between motorcycle manufacturers and professional Supercross in India.

About Honda Motorcycle & Scooter India

Honda Motorcycle & Scooter India Pvt. Ltd. (HMSI) is a wholly owned subsidiary of Honda Motor Co., Ltd., Japan. Founded in 1948, Honda Motor is a global leader in two-wheelers with a diverse portfolio spanning automobiles, motorcycles, power products, marine, and aviation, with a strong presence across continents. Rooted in Honda’s philosophy of delivering the joy of mobility, HMSI brings world-class engineering and innovation to India. The company manufactures motorcycles and scooters for domestic and export markets. It operates four plants in Manesar, Tapukara, Narsapura, and Vithalapur, and serves more than 76 million customers through a network of over 7,000 touchpoints.

Aligned with Honda’s global targets, HMSI is working towards carbon neutrality across products and operations by 2050, alongside the goal of zero traffic collision fatalities.

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About Honda BB Racing

Honda BB Racing is a professional Supercross franchise competing in the Indian Supercross Racing League. Backed by Panchshil Realty and owned by Mr. Atul Chordia, the team is committed to building a competitive and professionally managed motorsport franchise with a long-term vision for Supercross in India.

About the Indian Supercross Racing League

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), Eeshan Lokhande and Aashwin 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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