



## PRESS RELEASE

### **KEI Industries Ltd becomes Principal Partner with Royal Challengers Bangalore (RCB) for the Indian Premier League**

***As an exclusive partner, players and official members of Team RCB to sport the KEI logo on the back of their official match jersey***

KEI Industries Ltd, one of the India's leading wires and cables manufacturer today announced its strategic association with Royal Challengers Bangalore as Principal Partner for the Indian Premier League (IPL) for three years. The association will help KEI Industries Ltd strengthen its growing brand and business presence nationally. The sixteenth edition of Indian Premier League is set to begin from 31<sup>st</sup> March 2023 at Narendra Modi Stadium, Ahmedabad.

Aligned to the association, the players and official members of Royal Challengers Bangalore franchise will be sporting the KEI logo on the back of their official match jersey. The logo will also be prominently visible during the on-ground matches of the franchise. The brand will have the right to use player images and team logo for internal use and promotional purposes. The association will also be amplified across print, outdoor, television, digital and social media platforms which will run through entire duration of the tournament.

Speaking on the association, **Mr Anil Gupta, Chairman -Cum- Managing Director, KEI Industries Ltd** said, *"We are delighted to announce our partnership with Royal Challengers Bangalore, which is one of the most popular and strongest IPL brands. KEI is one of the leading wires & cables player serving customers across 60 countries globally and we see a great synergy between both the brands. The players of international stature and their consistent bold performance gives a synergy with the product features of brand KEI. India is a cricket frenzy nation and with this partnership, we aim to leverage IPL to build and strengthen our brand awareness and connect with our target audience across the globe."*

Speaking on the association, **Mr. Manoj Kakkar, Executive Director (Sales & Marketing), KEI Industries Ltd** said, *"KEI has been actively involved in promoting regional sports, cricket and their association with IPL goes back to 2016. This partnership with Royal Challengers Bangalore will help brand KEI to instantly connect with the millions of viewers watching the event across India and abroad. The brand has also planned a series of fan engagement activities and meet & greet sessions for key channel partners with players during the tournament."*

Sharing his thoughts on the association, **Mr Akshit Diviaj Gupta, Director, KEI Industries Ltd** said, *"I am delighted to announce our partnership with Royal Challengers Bangalore. Our Company is committed towards encouraging and elevating the realm of sports in India. The lovability and fan following of RCB*

*will help to increase KEI brand recognition and brand visibility across the nation. This engagement will further strengthen our relationship with the customers, and we are positive about exploring more opportunities to expand our business.”*

*Speaking on the occasion, **Rajesh Menon, Head & Vice President of Royal Challengers Bangalore**, said, “We are pleased to partner with a well-established robust company in Wires & Cables like KEI Industries Ltd. This partnership will offer the brand a pathway to the massive engaged RCB fan base, and we are confident that we can transmit huge value to KEI.”*

### **About KEI Industries Ltd**

KEI was established in 1968 as a partnership firm under the name Krishna Electrical Industries, with the prime business activity of manufacturing house wiring rubber cables. On December 31, 1992 partnership firm was converted into KEI Industries Ltd, a Public Limited Company. Today, it has grown into an empire with a global presence, offering holistic wire & cable solutions. Headquartered in Delhi, KEI Industries Ltd has over 38 branch offices and 21 warehouses across the country. As one of the industry and leading player in India, and a preferred supplier for private and public sector clients in many parts of the world, KEI Industries Ltd is end-to-end solutions provider, equipped with a product showcase that encompasses the complete range of cables and wires designed to meet the unique and niche needs of our diverse clients in Retail, Institutional (EHV + EPC) and Exports segments. Five decades of commitment, perseverance, and dedication has helped KEI to get equipped to be a catalyst of Power with a global presence serving customers across 60 countries through a rich network of 1900+ channel partners.

Today, KEI has emerged as a one-stop shop for products and services, with its growing presence in the Wires & Cables used in retail domain further strengthening its leadership position. Over the years, the company has invested in building world class state of art manufacturing facilities and expanded its capacities through which it is well-poised to garner opportunities emanating from the power utilities, core infrastructure, industrial and building and construction projects across the country. The company's prudent foray into the EHV cable segment and EPC Services for Power Sector Projects further expands the opportunity horizon. KEI Industries Ltd shares are listed on Bombay Stock Exchange (BSE), National Stock Exchange of India Limited (NSE) and The Calcutta Stock Exchange Ltd.