

ICC becomes partners of Bengal Pro T20 League

Kolkata, April 9: Cricket Association of Bengal today signed a tri-partite agreement that will now give Indian Chamber of Commerce, one of the oldest business chambers in India, an opportunity to become the Official Chambers Partner for the upcoming Bengal Pro T20 League, the most premium Cricket League of West Bengal.

The agreement was signed today in presence of the Mr. Snehasish Ganguly, President of the Cricket Association of Bengal, by the CAB Hony Secretary Naresh Ojha, Dr. Rajeev Singh, Director General of the Indian Chamber of Commerce and Mr. Rajneesh Chopra, Co-Founder of Arivaa Sports. "Sports is a fully grown industry today in India. It is no more about just the athletes and mere sponsorships. With sports becoming truly a professional career opportunity an entire support system has developed around it. As custodians of Bengal Cricket, it is imperative that we create such opportunities and partnerships for not only the players but also the support staffs and the ecosystem around it to have a sound career. That is where this partnership becomes so important," said Mr. Snehasish Ganguly, President of the CAB.

Sports in India has turned itself into a serious industry estimated to be over 14,000 Crore Rupees as per the 10th edition of the Sporting Nation Report by GroupM ESP on sports sponsorship in India and Cricket remains at the core of it. Speaking on the occasion Dr. Rajeev Singh, Director General of the Indian Chamber of Commerce said, "We strongly feel that it the right time for serious Industry bodies like the Indian Chamber of Commerce to come forward and join hands with major sporting events, to make the corporate participation even stronger to develop the entire business opportunities in sports. It now offers a wide range of employment opportunities, branding, marketing and serious business opportunities. The best part is sports imbibe in you the spirit of sportsmanship, camaraderie and self-discipline, which is so essential to have in a corporate world. I am sure with this partnership our members will make the most of it and take advantage of the wonderful opportunity Bengal Pro T20 League presents to them."

Through this Partnership the Indian Chamber of Commerce will play an important role in development of Bengal Cricket as the Industry partner by amplifying the importance and opportunities presented by the League to all its members. It shall also work as a cohesive force between the League and the industry ensuring seamless integration and mutually beneficial collaborations take place to fulfil the objectives, especially the overall growth of Bengal Cricket.

The Indian Chamber of Commerce also looks forward to engage its robust forum of young and dynamic leaders, the Young Leaders Forum, who shall bring in fresh ideas, perspectives and above all the energy to carry forward the essence of this historic partnership.

“As a professional outfit it is our endeavour to bring in new and innovative opportunities for the League to thrive and prosper. The interest and growth of Bengal Cricket is paramount and we are happy to play a small role in it as partners to the Cricket Association of Bengal,” said Mr. Rajneesh Chopra, Co-Founder of Arivaa Sports, who are the exclusive management partners of the Bengal Pro T20 League.

Officially launched last week, Bengal Pro T20 is conceptualised on the lines of the IPL involving 8 Franchise Teams fielding in both the men’s and women’s team to be played immediately after the IPL. The League shall not only be the biggest cricket league of the State, but also shaping up to be the most grandeur and impactful sporting event of Bengal.