

Press Release

Second consecutive year of sponsorship deal with Pro Kabaddi league team, Puneri Paltan

Schaeffler India powers Puneri Paltan for the 9th Season of Pro Kabaddi League

PUNE, 2022-10-17.

Schaeffler India has signed a sponsorship deal with the Pro Kabaddi League team, Puneri Paltan, to be the Associate Sponsor of the team for season 9. This will be the second consecutive year of the association with the club. Under the sponsorship, Schaeffler will appear as the “Powered By” partner for the Puneri Paltan team across various platforms; and the company logo will be visible on the back of the official team jersey.

Commenting on the partnership, **Mr. Harsha Kadam, CEO India & President (Industrial Business), Schaeffler India**, said, “This is the second consecutive year of our association with team Puneri Paltan. The team has stood for relentless agility and demonstrated their capabilities last season, despite multiple challenges, which is what Schaeffler also stands for. Puneri Paltan is an exciting mix of young and experienced talents, and the club has strong fan base and mass appeal. We are excited to partner with them once again and we look forward to another exciting season.”

Mr. Debasish Satpathy, President, Automotive Aftermarket, Schaeffler India added, “We are thrilled to power the Puneri Paltan for the 9th season of Pro Kabaddi League. During the last season, we witnessed higher brand resonance with our target audiences as a result of our partnership and this year, we aim to scale it up further. With audiences coming back to the stadiums to witness the sport, we expect far greater response compared to the previous season.”

Mr. Kailash Kandpal, CEO, Puneri Paltan said, “I am very happy that Schaeffler has renewed their partnership with Puneri Patan. When a global leader in technological innovation shows faith in an indigenous sport it means there is added responsibility for the players to put up a high standard of performance and take the sport to the next level. The viewership ratings show the Pro kabaddi league as the 2nd most watched league in India. I am confident that team Puneri Paltan will be the bridge for Schaeffler to connect with its customers and employees across the country and the brand will leverage with the association.”

As we break into the festive season there are various fan engagement activities, digital campaigns, and contests planned where the brand will promote various products and amplify this association through on-ground activities and dealer touch points. The objective of both Puneri Paltan and Schaeffler India will be to leverage this association and scale new heights while keeping their fans, customers, employees, and dealers not only engaged but also entertained.

Puneri Paltan has brought in many stellar performers on board this time during PKL 2022 auctions. This includes star player Mohammad Esmaeil Nabibakhsh and many more to build the strength of the team. A total of 18 players are in their squad for the Pro Kabaddi League 2022.

Schaeffler India Limited

Schaeffler has been present in India for ~60 years. With 3 well known product brands LuK, INA and FAG, 4 manufacturing plants and 8 sales offices, Schaeffler has a significant presence in India. Schaeffler is among the largest Industrial and Automotive supplier with sales of INR 55.6 billion in 2021 and around 2,922 employees. The manufacturing plants in Maneja and Savli (Vadodara), produce a vast range of ball bearings, cylindrical roller bearings, spherical roller bearings and wheel bearings that are sold under the brand name of FAG. The plant at Talegaon near Pune, manufactures engine and powertrain components for front accessory drive system, chain drive systems, valve train, gear shift systems and a range of needle roller bearings and elements, under the brand INA. The fourth manufacturing location is based out of Hosur, producing a wide range of clutches and hydraulic clutch release systems for passenger cars, light commercial vehicles, heavy commercial vehicles and tractors sold under the brand of LuK. Schaeffler also has the largest after-market networks serving the industrial and automotive customers. All of this is backed by dedicated engineering, research and development support based in India in support of product teams.

Schaeffler Group – We pioneer motion The Schaeffler Group has been driving forward groundbreaking inventions and developments in the field of motion technology for over 75 years. With innovative technologies, products, and services for electric mobility, CO₂-efficient drives, chassis solutions, Industry 4.0, digitalization, and renewable energies, the company is a reliable partner for making motion more efficient, intelligent, and sustainable – over the entire life cycle. The motion technology company manufactures high-precision components and systems for drive train and chassis applications as well as rolling and plain bearing solutions for a large number of industrial applications. The Schaeffler Group generated sales of EUR 15.8 billion in 2022. With around 84,000 employees, the Schaeffler Group is one of the world's largest family-owned companies. With more than 1,250 patent applications in 2022, Schaeffler is Germany's fourth most innovative company according to the DPMA (German Patent and Trademark Office).

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