



Creatigies and Beau Monde Gets Kings XI Punjab Powered by ARISE Invertors and Batteries New Delhi, India

ARISE INDIA LTD., one of the India's fastest growing, consumer durable brand has been signed up as the Principal Sponsor of **Kings XI Punjab**, for IPL 2013.

This is one of the first initiative by ARISE, foraying into cricket and thus making an impactful entry by getting associated with the Punjab team.

IPL 2013 is scheduled to launch on the 2nd of April, and the cricketing action takes centre-stage from April 3rd.

Col Arvinder Singh, COO, Kings XI Punjab said, "We are delighted to have ARISE as a partner of KXIP. We believe that both brands have synergy and would benefit from this relationship."

Mr. Avinash Jain, Managing Director, ARISE, was looking forward to this association. He said, "This is our first BIG involvement with cricket, and we all believe this will be the start of a long association with the game. We are not seeing this as just a short term opportunity, but a long term brand strategy that would truly help the brand garner market share and share of mind."

Mr. Rajesh Logani, Sr.VP, Marketing & Corporate Communications, ARISE said, "It's a pleasure to get associated with KXIP ; Considering IPL to be an appropriate platform, we're all geared up to share our legacy of 25 years in serving the nation with a vast portfolio of Invertors & batteries, Appliances, Monoblocs, submersible pumps & Mobiles. We look forward for many such future associations."

Mr. Manish Bhardwaj, Media Head, ARISE, said, "We're happy to partner with KXIP hoping both the parties derive benefit from the association. Keeping in view our marketing plans and considering the approaching season, we intend to push our 'Inverter & Batteries' category to amass huge positioning & market share."

"Cricket is more than a sport, it is a passion in India and the IPL has become an addiction for cricket fans not just in India but all over the world. Brands that have leveraged this association have reaped huge benefits and extended their association with teams and the League over many years. We hope that ARISE too will find great value with this" said **Navroze D Dhondy, Founder and Managing Director, Creatigies Communications**, which helped create the partnership.

"ARISE is planning a slew of marketing initiatives, and will be using on-ground activation, stadium integration and mass media to leverage this partnership. Trade and consumers from all over India will be part of the marketing plan." said **Mandeep Aarya , Media Manager ARISE India**.

Mr. Anil Kumar Katiyar, Director, Beau Monde Media, who co-liased this partnership between ARISE and KXIP believes this association will be a winning team.

Media Contact Details

Abhimanyu, Creatigies Communications Pvt Limited, +91 9871716946, abhimanyu@creatigies.com

Abhishek, Creatigies Communications Pvt Limited, +91 9810166670, abhishek@creatigies.com

