

## **Shriram Properties finds perfect synergy with the spirit of the KPL team Shivamogga Lions**

### ***Inks deal with the team as the title sponsor***

**Shivamogga, August 2018:** Shriram Properties, the property development arm of the Rs 90,000 crores financial giant Shriram Group and the makers of some of the most innovative living spaces, has inked its first sports team sponsorship with the super team– Shivamogga Lions (SL) for the coming season of Karnataka Premier League (KPL). With this deal, Shriram Properties becomes the title sponsors of Shivamogga Lions for this season and brings an exceptional opportunity to its customers from across Karnataka to engage more with their beloved team.

Joining the KPL extravaganza as title sponsors of Shivamogga Lions, Shriram Properties aims to go big on fulfilling Karnataka's massive appetite for cricket satiating the sports frenzy audience. The partnership thus finds Shriram Properties to have a perfect brand synergy with the SL Team.

Cricket has historically been a great platform for brands to connect with their audience, as the game has unmatched popularity and reach that touches billion plus viewers; which is second to none. With the KPL in its 7th season this year and with its success each year through, the tournament has just grown bigger and better. This year KPL holds great business significance for Shriram Properties as it promises further visibility for the brand. With its reach and the mindshare captured the partnership will yield great results in the days to come.

Commenting on the partnership, **Mr. Murali Malayappan, Managing Director – Shriram Properties** said, *“We are thrilled to be a part of the Karnataka Premier League extravaganza. We are passionate about promoting sports as we believe that sports bring down the difference between people. The management of Shivamogga Lions is very enthusiastic about supporting the young-unsung players to achieve their goals. We were under discussions for a while now and I am pleased to finally take the association with SL forward. SL is a very strong team with consistent performance and we believe our association will help our brand reach more perceptive customers. We wish team SL all the very best for the season and look forward to see the team perform on field with great enthusiasm”.*

**XX, Shivamogga Lions** said, *“With Shriram Properties, we’ve found perfect brand synergy which connects directly to our ideology. We value this partnership and are absolutely delighted to welcome Shriram Properties on board for this KPL season as our title sponsor.”*

Due to its success in retaining a loyal fan base, KPL has emerged as the preferred vehicle for companies across Karnataka to reach out to their consumers. With this partnership Shriram

Properties hopes to expand their reach and explore the territories unexplored and needs unmet.

**About Shriram Properties:**

Shriram Properties, the property development arm of the Rs 90,000 crores financial giant Shriram Group, Chennai, is a multi-crore company with nearly Rs 25,000 crores business across the country. The company has so far delivered over 15 million square feet of residential and commercial built up space across the country and has another around 60 million square feet is under various stages of development.

Shriram properties have raised till date, PE investments of about US\$ 460 million from investors at entity level as well as projects level being largely residential. Shriram Properties has won the prestigious Assocham Award (Associated chamber of commerce and Industry) in three consecutive years from 2013 to 2015, for being the **Best Developer in Southern region** and **ET Now presents real estate awards 2017 for being the best developer**. The company has also won **Times Now presents national award 2018 for best brand (affordable housing) and for best innovative marketing campaign**.

Please visit <http://www.shriramproperties.com/> for further information.

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