



Press Release

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**RuPay associates with Pro Volleyball League as a Title sponsor: RuPay
Pro Volleyball League**

The league will begin on 2nd February with a clash between Kochi Blue Spikers and U Mumba Volley

Mumbai, Jan 22, 2019: RuPay, the flagship product of National Payments Corporation of India, acquired the title sponsorship rights of India's newest franchise-based sports league, the Pro Volleyball League that is set to start on 2nd February. Conceived to fulfil the vision of the Reserve Bank of India (RBI) of offering a domestic card payment system to all banks and financial institutions in India, RuPay will be the league's Title sponsor that takes off with six franchises from six different cities.

An initiative of Baseline Ventures and Volleyball Federation of India, the league will now be called the RuPay Pro Volleyball League in its first season. Expressing his delight on this association, **SVP – Marketing Mr. Kunal Kalawatia** said "RuPay, is the preferred card for 60cr Indians and 1100+ banks issue a RuPay Card today. Volleyball is a great team sport and already played across the length and breadth of the country. Like RuPay powering the Digital payments initiative, we believe that Pro Volleyball league will bring this sport to the forefront and connect the nation with a common spirit. With RuPay Pro Volley Ball League we want to celebrate the power of a young & healthy India"

Talking about the development, **Tuhin Mishra, Co-Founder & MD, Baseline Ventures**, said, "We are delighted to have RuPay come on board as the Title Sponsor of the league. It is great to see that RuPay has invested in a sport that is fast-paced, exciting and perfectly matched for our young and dynamic nation. The Pro Volleyball League aims to start a volleyball revolution to match the digital India revolution that RuPay is leading. And to help us in this endeavour, we couldn't have found better partners than RuPay."

Welcoming RuPay on board, **Mr. Ramavtar Singh Jakhar, former India International player and current Secretary General, Volleyball Federation of India** said “We wholeheartedly welcome RuPay on board of PVL. It’s heartening to see such a prestigious brand which is also the pride of our Nation to support a truly grassroot mass sport such as Volleyball. We are sure it will be a great association.”

The inaugural edition of the league will begin with Kochi Blue Spikers taking on U Mumba Volley on 2nd February at the Rajiv Gandhi Stadium in Kochi. The six teams that were announced in November 2018, will play each other in a round robin format in the first season that will have 18 matches. Ahmedabad Defenders is owned by Bonhomie Sports Event Mgmt. Ltd., Kerala's Calicut Heroes is owned by Beacon Sports while the Chennai Spartans is owned by Chennai Spartans Pvt. Ltd. U Mumba Volley is owned by U Sports, who also own a team in the Kabaddi league while Black Hawks Hyderabad is owned by Agile Entertainment Pvt. Ltd. Thomas Muthoot owns the Kochi franchise called the Kochi Blue Spikers. All the matches starting from February 2nd will be broadcasted live on Sony Six and Sony Ten 3 and will be streamed live on Sony LIV.

About NPCI:

The National Payments Corporation of India (NPCI) is an umbrella organisation for operating retail payments and settlement systems in India. It is an initiative of Reserve Bank of India (RBI) and Indian Banks’ Association (IBA) and provides a range of services like the National Automated Clearing House (NACH), Aadhaar Enabled Payment System (AePS) Immediate Payment Service, (IMPS), Unified Payments Interface (UPI), Bharat Interface for Money (BHIM), BHIM Aadhaar, National Electronic Toll Collection (NETC) and Bharat Bill Pay. A flagship product of the NPCI, RuPay was made the card of choice for the Pradhan Mantri Jan Dhan Yojana.

About the Pro Volleyball league

An initiative of Baseline Ventures India Pvt. Ltd and Volleyball Federation of India, Pro Volleyball League aims to transform the sporting landscape of the country by elevating the world’s fifth most popular sport to the league of the most followed sports in the coming times. Packaged in the brightest of colours, the first edition of the highly anticipated tournament is set to provide high octane Volleyball action to fans of the sport across the country in the month of February 2019.

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