

Amaron Brings ‘The Long Game’ to the IPL

Partners with Kolkata Knight Riders and Delhi Capitals

Hyderabad, April 08, 2026: Amaron®, India’s flagship automotive battery brand from Amara Raja Energy & Mobility Limited (ARE&M), announced its strategic partnership with Delhi Capitals and Kolkata Knight Riders for IPL 2026.

The partnership is anchored in Amaron’s upcoming campaign, *“The Long Game is Played in the Quiet”*, a perspective rooted in a truth that has always defined the game but is often overshadowed by its surrounding spectacle.

In a tournament defined by scale, intensity, and constant visibility, Amaron’s entry is shaped by a distinct point of view that the essence of great cricketing performances lies not in the noise or hype around the game, but in the ability to stay focused and play the long game in silence.

Rather than amplifying the surrounding spectacle, Amaron’s presence will centre on a more understated narrative through its helmet sponsorship. At the point of play, the helmet signals a transition from everything around it to the game itself. It is in this quiet that lasting performance is built.

Commenting on the partnership, Chandrasekhar Radhakrishnan, Chief Business Officer, Automotive & Home Energy Business (India & SAARC), Amara Raja Energy & Mobility Limited, said:

“The IPL is one of the loudest sporting platforms in the country, but the long game is played in the quiet. It’s built on discipline, preparation, and consistency, long before the stadium fills. That’s what Amaron stands for: quietly powering long, sustained performance. Through our partnerships with Delhi Capitals and Kolkata Knight Riders, we’re bringing this idea to life celebrating the work that happens in the quiet, away from the hype and applause.”

Venky Mysore, Chief Executive Officer, Kolkata Knight Riders, said, *“At KKR, we’ve always believed that championships are won in the hours no one sees - with discipline, preparation, and the quiet resolve that every player brings before they step onto that field. That philosophy resonates deeply with what Amaron stands for, and their commitment to lasting, sustained performance mirrors the values we instil in this team every season. We’re delighted to welcome Amaron as a partner for IPL 2026, and we look forward to powering what we hope will be a long and memorable campaign together.”*

Sunil Gupta, CEO, Delhi Capitals - *“We are delighted to have Amaron come on board the Delhi Capitals family for the new season. We’re pleased to partner with a brand that*

shares our belief in building sustained excellence over time, and we look forward to a fruitful partnership and an exciting season ahead together.”

As the IPL continues to set new benchmarks in viewership, with marquee matches reaching over 160 million television viewers, it remains one of the most powerful platforms for brands to engage audiences at scale. This reach is further amplified by digital platforms and shared viewing environments that extend the tournament’s footprint beyond broadcast.

Amaron’s entry into the league reflects a **focused, long-term approach to brand building**, rooted in its enduring promise of ‘*Lasts Long*’.

About Amara Raja Energy & Mobility Limited

Amara Raja Energy & Mobility Limited (ARE&M) encompasses a diverse range of solutions and products, which includes energy storage solutions, Lithium-ion cell manufacturing, wide range of EV chargers, Li-ion battery pack assembly, automotive and industrial lubricants, and exploration of new chemistries, among others. ARE&M is also one of the largest manufacturers of energy storage products for both industrial and automotive applications in India. Amara Raja is the preferred supplier to major telecom service providers, telecom equipment manufacturers, the UPS sector (OEM & Replacement), Indian Railways, and the Power, Oil & Gas industry segments. Amara Raja’s industrial battery brands comprise of PowerStack®, AmaronVolt® and Quanta®. The company also manufactures India’s leading automotive battery brands Amaron® and Powerzone, which are distributed through a large pan-India sales & service retail network. The company supplies automotive batteries under OE relationships to Ashok Leyland, Ford India, Honda, Hyundai, Mahindra & Mahindra, Maruti Suzuki, and Tata Motors amongst others. Amara Raja’s Industrial and Automotive Batteries are exported to over 65 countries around the world.

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About the Knight Riders

The Knight Riders brand is a global brand in International Cricket, with nine trophies to its name and four professional franchises under its wings - Kolkata Knight Riders (KKR) in the IPL, Trinbago Knight Riders (TKR) in the Caribbean Premier League, Abu Dhabi Knight Riders (ADKR) in UAE's International League T20 and Los Angeles Knight Riders (LAKR) in USA's Major League Cricket, making it one of the most versatile brands in T20 cricket globally.

KKR has made four appearances in the IPL final, winning the championship thrice (2012, 2014, 2024). They finished runners-up in the 2021 season, staging one of the most remarkable comebacks in the tournament's history. TKR's Men's Team has won the CPL championship 5 times in 11 years since the Knight Riders took over the franchise. They are the most successful team in the Caribbean and hold a unique feat of having won the trophy in 2020 without losing a single game in the whole tournament.

TKR Women, the Knight Riders' first ever Women's Team, were champions of the inaugural WCPL in 2022.

For many years now, the Knight Riders Academy has been actively scouting talented cricketers from across India and around the world. The sole objective of the Academy is to identify and help cricketers make an overall round-the-year improvement in their cricketing skills and fitness.

App: <https://www.kkr.in/knight-club-app>

Website: <https://www.lakriders.us/>

IG: <https://www.instagram.com/lakriders/>

FB: <https://www.facebook.com/LAKRIDERS/>

X: https://x.com/LA_KnightRiders

YT: <https://www.youtube.com/@KRCricketOfficial>

For more information on Knight Riders, please reach out to Himanish@kkr.in