

CORPORATE CRICKET LEAGUE 2025



PRESENTED BY



**ROSE MERC
LIMITED**

ਰਾਮਕੀ ਸ ਆ ਪ੍ਰਾਇਵੇਟ ਲਿਮਟਿਡ

UNDER THE AEGIS OF



INITIATIVE OF



**MAZGAON
Cricket Club**

AFFILIATED TO
HARIAL CRICKET ASSOCIATION

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STAGE 1

STAGE 2



STAGE 1

- ★ 100+ non-affiliated corporate teams play knockout matches.
- ★ 1 player from each team will be selected for the auction.
- ★ Winners of knockout matches also get a trophy.

TOURNAMENT FLOW [STAGE 1]

- ★ MCA Nomination Letters
- ★ Non-MCA Corporate Registration Fee: ₹1,25,000 per Team
- ★ Knockout Matches for Approx 100+ Teams
- ★ 100 players selected through knockout matches by a selection committee



A PREMIUM, MCA AFFILIATED CORPORATE CRICKET LEAGUE

- ★ Professional excellence meets cricketing passion
- ★ Top players from corporate India competing in a grand league format
- ★ Matches live broadcast for maximum reach & visibility
- ★ League ownership opportunities for brands/sponsors like yours



SALIENT FEATURES



Powered by Rose Merc with MCA backing via
Mazgaon Cricket Club



Showcase cricket talent from both
MCA-affiliated and non-affiliated corporates



Offer brands a unique platform for visibility,
engagement, and ownership



Celebrate corporate excellence through the
spirit of cricket



LEAGUE FORMAT



MCA AFFILIATED COMPANIES

77 COMPANIES

×

**2 TOP PLAYERS
EACH**

=

154 PLAYERS

APPROX 100+ NON AFFILIATED CORPORATE TEAMS

₹1.25 LAKH REGISTRATION FEES PER TEAM

PARTICIPATE IN KNOCKOUT ROUNDS

1 PLAYER WILL BE SELECTED FROM EACH TEAM



160 PLAYERS
ACQUIRED FROM AUCTION POOL
OF 254+ , FORMING 8 TEAMS.





**A GRAND ENTRY POINT FOR
APPROX 100+ NON MCA
CORPORATES INTO THE
LEAGUE**

**TEAMS WILL BATTLE IT OUT
IN AN INTENSE MULTI DAY
KNOCKOUT TOURNAMENT**

THE ROAD TO GLORY

KNOCKOUTS FOR THE APPROX 100+ CORPORATE TEAMS





**KNOCKOUT WINNERS WILL
BE AWARDED A
PRESTIGIOUS TROPHY,
CELEBRATING THEIR
TRIUMPH IN THE SERIES**

TOP 100 PLAYERS SELECTED NOT JUST ON STATS, BUT ALSO:

- ★ Team spirit
- ★ Match-winning impact
- ★ Overall gameplay quality
- ★ 100 players criteria – Performance

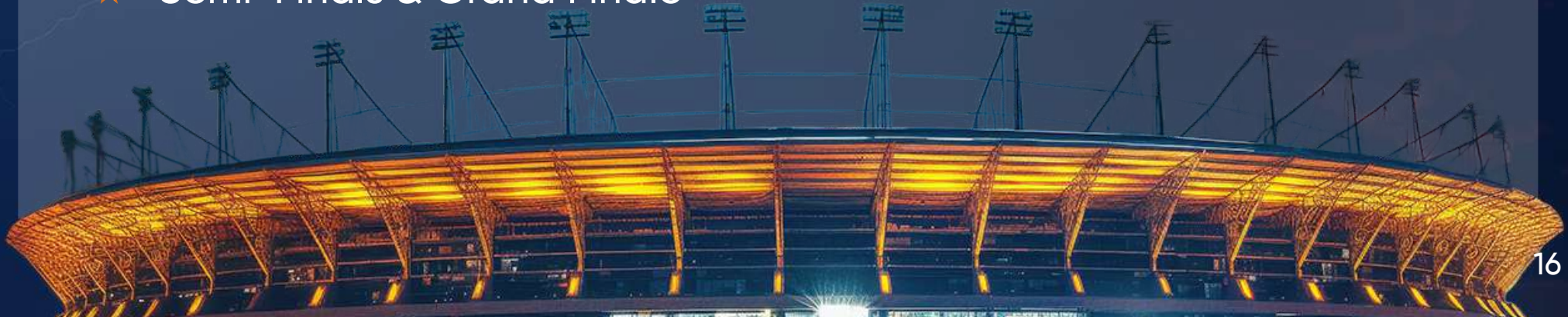


STAGE 2

- ★ Player auction.
- ★ Team formation (8 teams).
- ★ League matches → Semi-final → Final.

TOURNAMENT FLOW [STAGE 2]

- ★ **Player Pool Created** (154 MCA Affiliated corporates players + 100 Non-Affiliated corporates players)
- ★ **Franchise Auction** (8 Teams)
- ★ **Player Auction**
- ★ **League Matches**
- ★ **Semi-Finals & Grand Finale**



BE THE FACE OF **A POWERHOUSE**

- ★ 8 unique teams
- ★ Corporate/sponsor can bid to own these teams
- ★ Appointing coaches, staff
- ★ Jersey
- ★ Team presentation and media presence
- ★ Sponsorship revenue from your own team

FORMAT AND MATCH STRUCTURE

- ★ T20 Format (MCA regulations)
- ★ 8 Franchise Teams
- ★ Round-robin League Stage
- ★ Points: Win = 2, No Result = 1, Loss = 0
- ★ Ranking: By points, NRR for ties
- ★ Top 4 → Semi-finals → Final
- ★ Venues*: Wankhede, Azad Maidan, Kalamboli (Tentative)
- ★ Broadcast: National TV, YouTube



LIGHTS. CAMERA. **CRICKET.**

- ★ National TV + YouTube coverage
- ★ Match highlights, reels, promos
- ★ Influencer integration, player content
- ★ Press & Digital banners
- ★ Massive exposure across corporate and public audiences





WHY OWN A TEAM

- ★ Own a high-visibility, professionally run team
- ★ National media exposure
- ★ Authority over team branding, activations
- ★ Access to player shoots, content rights
- ★ Brand equity through sports

STRATEGIC BRAND PARTNERSHIPS

- ★ Title Sponsor
- ★ Powered By Sponsor
- ★ Team Sponsor
- ★ Co-Sponsor
- ★ Associate Sponsor
- ★ Digital Media Partner
- ★ Trophy & Award Partner
- ★ Hospitality & Fan Engagement Partner



WHAT YOU GET



BRANDING ACROSS

FRONT OF JERSEY



BRANDING ACROSS

BACK OF JERSEY



BRANDING ACROSS

TROUSER



BRANDING ACROSS

COIN TOSS, DUGOUTS, MOM PRESENTATIONS



MEDIA

SOCIAL MEDIA SHOUTOUTS

CELEBRITY, PLAYER BYTES WITH BRANDING

PRESS EVENTS



MATCHDAY

ON GROUND ACTIVATIONS

SPONSOR BOOTHS, STANDEES, FLAGS

MEET AND GREET OPTIONS



360° MARKETING IMPACT

- ★ YouTube Shorts + Pre-roll Ads
- ★ Instagram Collabs & Player Reels
- ★ WhatsApp Campaigns
- ★ Influencer-driven promos



WHY PARTNER WITH US

Hyper-targeted exposure to working professionals

MCA-backed tournament

Opportunity to activate your brand live, on-field, and online

Media-rich content library for your brand's use

CSR + employee engagement + sports + visibility = Win-Win

LET'S CREATE SPORTING HISTORY

CONTACT US ON

corporateleague@rosemerc.in

+91-845299-3505 (Call between 10:00 A.M -06:00 P.M IST)

Get in touch to book a team, sponsor
a package or co-create content!

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