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## **RR Kabel partners' its RR Signature brand with UP Warriorz as Principal Sponsor in WPL 2025**

**Lucknow, 10<sup>th</sup> February 2025:** RR Kabel is pleased to announce the partnership of its FMEG brand RR Signature with the UP Warriorz team participating in the upcoming Women's Premier League (WPL) 2025. As the team's principal sponsor, RR Signature's logo will feature prominently on front of the team's jersey.

This strategic collaboration provides brand RR Signature manufacturing Fans, Lights & Appliances (Air Coolers, Room Heaters, Water Heaters & Irons) with significant mileage on a national platform, allowing the brand to engage with a diverse audience to further strengthen its position in the Industry. It amplifies RR Signature's presence while aligning with the excitement and spirit of WPL and the UP Warriorz.

Speaking on the partnership, **Vivek Abrol, CEO - Consumer Business (FMEG), RR Kabel, said,** *"RR Signature's brand proposition is "Aap Ke Kaam Ki Baat" - a promise to create & deliver relevant consumer centric product innovations. This association is another step forward to be closer to our consumers - the millions of supporters of UP Warriorz. As the first progressive brand in our industry to be a Principal Sponsor of a major cricket team, we want to showcase our ideology to do what no other brand has done and to reach the ultimate top spot, an ambition which we share with our partner UP Warriorz"*

Speaking on the partnership, **Jinisha Sharma, Director – Capri Sports** said, *"We're excited to welcome RR Signature as a partner who recognizes the momentum in women's sports. Our visions align in reaching new audiences and building a stronger presence in this space. With their support, we're looking forward to taking both the UP Warriorz brand and this partnership to the next level."*

A formidable team in the Women's Premier League, UP Warriorz is known for its resilience, strategic gameplay, and a talented squad of top cricketers. With a strong track record and a commitment to excellence, the team has consistently been a tough contender in the tournament, captivating audiences with thrilling performances. The partnership with RR Signature further reinforces its position as a team that values strength, innovation, and perseverance.

RR Signature, FMEG brand of RR Kabel, has product offerings in Fans, Lights and Appliances categories straddling across premium, mid and mass range catering to consumers with diverse needs. It has an Omnipresent channel play across consumer touch points - General Trade, E-commerce & B2B. FMEG business of RR Kabel has achieved significant progress in the last few years and is one of the fastest growing FMEG business in the industry.

### **About R R Kabel Limited**

R R Kabel Limited is a leading consumer electrical company in India and has an operating history of over 25 years in the country. It is India's largest exporter of wires and cables, offering a wide range of electrical products including wires & cables, fans, lighting, electrical accessories, and appliances for residential, commercial, industrial, and infrastructural purposes. Committed to



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quality and innovation, the company's products adhere to global guidelines and standards, ensuring safety and reliability.

The company continues its mission to create quality products using the latest advances in wire design and engineering. The range of wires and cables have national & international product certifications and are compliant with the REACH (Registration, Evaluation, and Authorization of Chemical Substances) and RoHS (Restriction of Hazardous Substances) directives. The brand has also conducted extensive research and development to ensure its products adhere to global guidelines and standards.

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