

## RR Kabel Becomes Title Sponsor of Prime Volleyball League Season 4

**Mumbai, 16th September, 2025:** RR Kabel, a leading manufacturer of wires and cables in India and a key player in the electrical sector, today announced its association as the **Title Sponsor** of the **RR Kabel Prime Volleyball League powered by Scapia** for the upcoming fourth edition of the tournament. The announcement was made at RR Kabel's corporate office in Mumbai, where Kirti Kabra, Director, RR Global and Shishir Sharma, Chief Marketing Officer, RR Kabel, met with Tuhin Mishra, MD & Co-Founder, Baseline Ventures, and Joy Bhattacharjya, CEO, Prime Volleyball League, to officially seal the partnership and unveil the league's match ball.

This partnership reinforces RR Kabel's commitment to **strengthening its connect with Indian audiences through sport**, reflecting the brand's philosophy of energy, resilience, and progress. By championing one of the fastest-growing sports in India, RR Kabel aims to extend its cultural presence beyond households and businesses, into the heart of sports fandom.

Speaking on the association, **Kirti Kabra, Director, RR Global**, said:

*"This is a historic partnership, and we are excited to be associated with **RR Kabel Prime Volleyball League** as its **Title Sponsor**. It's a reflection of our commitment to contribute to the growth of one of India's most exciting sports. Volleyball embodies energy, teamwork, and resilience—values that resonate strongly with our brand. Through this association, we hope to inspire young Indians to pursue their passion for sport and create a larger cultural movement around volleyball."*

Adding to this, **Shishir Sharma, Chief Marketing Officer, RR Kabel**, shared:

*"At **RR Kabel**, we believe in building deeper connections with communities, and sport provides the perfect platform for that. Volleyball, with its fast-paced and dynamic nature, reflects the spirit of today's India—ambitious, youthful, and forward-looking. Our title sponsorship of the **RR Kabel Prime Volleyball League** is not just a marketing investment, but a commitment to fuelling this spirit and engaging with fans across the country in a meaningful way."*

Echoing these sentiments, **Tuhin Mishra, MD & Co-Founder, Baseline Ventures**, said:

*"We are delighted to welcome **RR Kabel** as the **Title Sponsor** for the upcoming season. Their association reflects the growing commercial appeal of the league and the increasing interest from leading Indian brands. With **RR Kabel** coming on board, we are confident this partnership will help us enhance the scale and visibility of the **Prime Volleyball League** and create more opportunities for players, while further building the sport's fan base across the country."*

Season 4 of the **RR Kabel Prime Volleyball League powered by Scapia** will kick off on October 2, 2025, in Hyderabad with an exciting opening clash between host team Hyderabad Black Hawks and Season 3 Champions Calicut Heroes. The tournament, running till October 26, will feature 10 teams—including new entrants Goa Guardians—making it the biggest edition to date.

A total of **38 matches across 21 match days**, including double-headers, will ensure high-voltage action for fans. The top four teams will advance to the Semi-finals on October 24, leading to the grand finale on October 26. Viewers can catch all the matches live on **Sony Sports Network and the league's official YouTube channel**.

**About RR Kabel:**

[R R Kabel Limited](#) is a leading consumer electrical company in India and has an operating history of over 25 years in the country. A globally respected conglomerate, with a presence in over 90 countries, RR Kabel 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 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 50 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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