



## **Reliance Industries steps up its Sports, Lifestyle & Entertainment business; ventures independently with new brand identity '*RISE Worldwide*'**

**Mumbai, 27 January, 2021:** Reliance Industries Ltd. today announced the rebranding of its Sports & Lifestyle business to '**RISE Worldwide Limited**' as it independently ventures into the burgeoning industry in India and globally.

RISE Worldwide will continue to drive the full portfolio of owned and operated brand properties formerly under the banner of IMG-Reliance Limited.

RISE Worldwide is conceptualized with the belief that 'Together We RISE as 1'; the company's motto represents the passion, positivity, optimism and leadership of a young India, globally.

The transition to an independent brand identity is aimed at enabling various verticals currently within the sports and lifestyle businesses, an autonomy to operate and create industry driving strategies & world class consumer experiences, as the company focuses on further investing in the segment.

The RISE Worldwide portfolio includes Sports & Sponsorship Consulting, Fashion & Sustainability Platform Building, Athlete Talent Management, Licensing, Broadcast Production, Lifestyle and Entertainment with owned or managed key properties such as : Hero Indian Super League, country's premier football league; Lakme Fashion Week, India's premier Fashion platform; Tata Open Maharashtra, South Asia's only ATP World Tour event; Jio Wonderland; The Voice of Fashion; SU.RE Sustainable Resolution etc.

"RISE Worldwide aims to provide a comprehensive solution to the Sports, Lifestyle and Entertainment industries as one inclusive force creating a symbiotic ecosystem that engages in nation building by inspiring the youth through our various initiatives," remarks RISE Worldwide spokesperson.

"We look forward to this dawn with new zeal and a DNA imbibed to RISE. Built on our existing relationships, trust and the knowledge of the industry, RISE seeks to help partners reach their target audience effectively as we bring their creative initiatives to life and provide consumers with world class experiences across each of our properties."



The company is already India's largest independent Sports, Lifestyle and Entertainment enterprise, connecting with over 150 million youth on social media through their various IPs.

A robust roster of six cricket athletes managed exclusively includes Rohit Sharma, Hardik Pandya, Jasprit Bumrah, Shikhar Dhawan, Shreyas Iyer, and Krunal Pandya, under the company's Athlete Talent Management division.

The Sports Sponsorship & Consultancy division represents brands like Dream11, boAt, BKT Tires etc in India and globally. The company was selected to exclusively market the global virtual inventory of the recently concluded Indian Cricket Team's tour of Australia.

The company also boasts of a fully equipped state of the art Broadcast Production setup and looks forward to engaging in sports production contracts across the world.

**Get a glimpse of the new logo reveal video: <https://youtu.be/vOUEfed7eAk>**