

## Prayag once again joins hands with Team- Kings XI Punjab for IPL 2019

Prayag- King Ki Choice- is proud to be associated with Kings XI Punjab for IPL 2019. It's a continuing and win-win association



**New Delhi, Mar 25, 2019 ([Issuewire.com](http://Issuewire.com))** - **Prayag**, a leading brand in Bath Assets & Sanitaryware has announced its association with team **Kings XI Punjab** for the upcoming season of **Indian Premier League (IPL) 2019**. As sponsor **Prayag** branding will come on **Leading Leg** and the association with such an excellent team will help Prayag gain deeper market penetration with simultaneously leading to a big boost to its brand expansion strategy.

Earlier as well Prayag has been associated with Kings XI Punjab which plays its home matches at the PCA Stadium, Mohali. Last year in Indian Premier League (IPL) 2018, Prayag was Official Team Partner of Kings XI Punjab. The team has already won the hearts of all the cricket lovers with its ecstatic performance in the previous seasons of IPL. The 2019 season of the Indian Premier League will be the twelfth season of the IPL, a professional Twenty20 cricket league established by the Board of Control for Cricket in India (BCCI) in 2007.

Announcing their proud association with Kings XI Punjab, **Mr Nitin Aggarwal, CEO, Prayag** said, “*Living up to our commitment towards promoting major sporting events in the country, we have once again associated with Kings XI Punjab which is a truly vibrant team full of young energy. It's a win-win association and I'm sure our partnership with this dynamic team will play a vital role in connecting better with a youth of the country, which will surely help us achieve deeper market penetration and capture major market share.*”

Just after its striving association with much enthralling India Vs New Zealand ODI series that was held in New Zealand, Prayag has announced its association with another major cricket series this year.

Continuing with its passion to sponsor major sporting events in the last couple of years, Prayag has been associated as Associate Gold Sponsor with Netmeds Cup – India Vs Ireland T20 held in Ireland, Associate Sponsor with Nidahas Trophy— the tri-nation international cricket series between Bangladesh, India and Sri Lanka, Associate Sponsor with Asia Cup, while in IPL it has been Official Team Partners of Kings XI Punjab and moreover, Prayag has been Title Sponsor for Prayag Cup 2nd year in a Row (India –Zimbabwe), ‘India Zimbabwe T20 and ODI International Series’ in Harare, Zimbabwe. For ISL, Prayag has been associated with Atlético de Kolkata and Delhi Dynamos and for IHL it has been associated with Delhi Waveriders. For Pro Kabaddi league, Prayag has been associated with U Mumba and Patna Pirates, and lots more.

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