

Treat your IPL fever with Official CSK King of Hearts Limited Edition Glass Case by CoverItUp

CoverItUp launches 200 limited edition mobile cases in association with Chennai Super Kings

COVER IT UP

Maharashtra, Mumbai, Oct 7, 2021 ([IssueWire.com](https://www.issuewire.com)) - One of India's leading pop culture enthusiasts - CoverItUp retails phone cases, t-shirts, hoodies and sweatshirts, mugs, posters, and stationery on its website www.coveritup.com. Being a pioneer in the mobile accessories category with intrinsic patterned printing for all models, CoverItUp has been a licensing partner with Chennai Super Kings since 2019. This season, we have created an Official Chennai Super Kings King of Hearts Limited Edition Glass Case. This is the first instance in India when a brand is doing a limited-edition phone case launch for an IPL season.

Chennai Super Kings is one of the most popular and dominant franchises in the Indian Premier League, has already set records for the 14th edition of IPL 2021 being held in the United Arab Emirates. This premium case comes with a certificate of authenticity and is a perfect collectible for every fan of the IPL franchise. With IPL mania in the air, it's time to up your fan game by supporting your favorite team, CSK in the 2021 sports event.

So, gear up for the exciting season with a sleek and stylish glass case, which adds a comfortable yet chic look to your phone. Grab some eyeballs and redesign your mobile with the Official Chennai Super Kings King of Hearts Limited Edition Glass Case collection that is super light in weight and protects up to 3 layers with a strong side grip that makes it durable and stylish.

MS Dhoni-led Chennai Super Kings is one of the most loved and followed teams in the IPL and has now become a phenomenon - both on the pitch and amongst the yellow army of fans and with a solid win in the open match, it's time to applaud the efforts of the team. To continue the momentum, CoverItUp announces the launch of 200 limited-edition cases at an exclusive price of INR 999/- only, which includes delivery pan India. International delivery options are also available but will be charged separately.

Check out this exquisite product at –

<https://coveritup.com/collections/official-chennai-super-kings-king-of-hearts-limited-edition-glass-case>
and
https://www.chennaisuperkings.com/CSK_WEB/Merchandise/index.html#/productDetails/CU092021000.

Speaking about the product, **Mr. Ronak Sarda, Founder of CoverItUp** added, “Being a Chennai boy, our partnership with the Chennai Super Kings team is extremely close to my heart and I have been a fan of the team since inception. This year, we wanted to create something unique as our tribute to the legendary team. And that’s how we came up with the King of Hearts design. It is our small way of expressing our fandom and gratitude to our all-time heroes.”

About CoverItUp:

Established in 2013, CoverItUp is a leading shopping portal in India that personalizes pop culture-inspired products like unisex t-shirts, caps, hoodies and sweatshirts, mobile cases, mugs, posters, notebooks, and other tech accessories.

CoverItUp has partnered with prominent Hollywood studios and franchises like Marvel, DC Comics, FRIENDS, Harry Potter, Star Wars, Disney, and Looney Tunes to Chennai Super Kings, Sunrisers Hyderabad, Kaala, Darbar, and Robot 2.0 to offer licensed merchandise across the globe. By the end of 2021, they are expected to reach the 1,00,000-product mark and make a mark in the pop trends industry.



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