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FOR IMMEDIATE RELEASE

Sun Pharma Comes on Board as Principal Sponsor and Health Partner of Royal Challengers Bengaluru (RCB) for T20 Season 2026

Mumbai, India February 04, 2026 – Sun Pharmaceutical Industries Limited, India’s No. 1 pharmaceutical company^ announced today that it has come on board as the Principal Sponsor and Health Partner of Royal Challengers Bengaluru (RCB) for T20 season 2026. This three-year partnership marks Sun Pharma’s first-ever foray into cricket sponsorship, signaling a significant milestone in the company’s corporate brand journey.

As part of the association, the Sun Pharma logo will feature prominently on the front of RCB’s iconic red and black playing jersey, the official green match kit, and training apparel, along with high-impact stadium branding during RCB’s home matches. This strategic partnership underscores Sun Pharma’s evolving corporate brand visibility and its ambition to connect more deeply with audiences across India.



“In India, cricket is more than just a sport. It is a shared emotion that unites millions across cultures and generations. RCB and Sun Pharma are both leaders in their respective domains, and this collaboration reflects our shared values of consistency, passion and innovation. Through this partnership, we aim to strengthen our corporate brand connect with people across India by bringing them closer to the company behind the medicines they rely on every day”, said Kirti Ganorkar, Managing Director, Sun Pharma.

Commenting on the partnership, Rajesh Menon, COO of Royal Challengers Bengaluru, said, “RCB is committed to building partnerships that go beyond visibility and create meaningful engagement with fans. Sun Pharma joining us as our Principal Sponsor strengthens this commitment, bringing together two brands focused on impact and innovation. We look forward to a dynamic, season-long collaboration across digital platforms and match-day experiences.”

Registered Office: SPARC, Tandalja, Vadodara – 390 012, Gujarat, INDIA.
Reaching People. Touching Lives.

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The association builds on Sun Pharma's recently launched corporate brand campaign, where 'touching 1,000 lives every minute*' reflects the impact of our purpose of improving patient lives. Through our partnership with RCB, we aim to help millions of fans better connect with this patient-centric commitment.

About Sun Pharmaceutical Industries Limited (CIN - L24230GJ1993PLC019050)

Sun Pharma is the world's leading specialty generics company with a presence in innovative medicines, generics and consumer healthcare products. It is the largest pharmaceutical company in India and is a leading generic company in the U.S. as well as global Emerging Markets. Sun Pharma's high-growth global Innovative Medicines portfolio spans innovative products in dermatology, ophthalmology, and onco-dermatology and accounts for about 20% of company sales. The company's vertically integrated operations deliver high-quality medicines, trusted by physicians and consumers in over 100 countries. Its manufacturing facilities are spread across six continents. Sun Pharma is proud of its multicultural workforce drawn from over 50 nations. For further information, please visit www.sunpharma.com and follow us on [LinkedIn](#) & [X](#) (Formerly Twitter).

^ AIOCD AWACS 12 months ended Sep 2025

*Average number of prescriptions per minute based on IQVIA 2024. Prescription data for India and USA only

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