

Cricket Meets the Streets: LAKHY THE TIGER Kicks Off Indian T20 Season with Road Rally in Kolkata

Category: Business

written by International Khabar | March 26, 2025



The 18th edition of the Indian T20 League kicked off with a thrilling opening match between Kolkata Knight Riders and Royal Challengers Bangalore.



LAKHY THE TIGER Kicks Off [Indian T20](#) Season with Road Rally in Kolkata

To build excitement, Parimatch Brand Hero LAKHY THE TIGER led a high-energy roadshow through the heart of Kolkata, bringing cricket fever to life ahead of the match.



LAKHY THE TIGER Kicks Off Indian T20 Season with Road Rally in Kolkata

Held on Saturday, March 22, the 15-kilometer roadshow commenced at the iconic Victoria Memorial and made five key stops [across the city](#). A convoy of ten bikers, dressed as Parimatch Brand Hero LAKHY in yellow-and-black costumes rode Parimatch-branded motorcycles and waved the brand's signature flag.

The team distributed 3,000 exclusive flyers at each stop, similar to Indian T20 match tickets. Each flyer offers fans a chance to enter the “**JEET KA TYOHAAR**” Grand Tournament, where lucky participants can win a brand-new Porsche.

“Cricket isn’t just a sport-it’s a way of life in India!” roared **Parimatch Brand Hero, LAKHY THE TIGER**. *That’s why I took the wild [energy beyond the stadium-to bring](#) the buzz and roarr with fans who live for every boundary, wicket and win. Are you rrready Let’s rock and rrroar!”*

The roadshow sparked buzz across [social media](#) as fans gathered to capture selfies, record videos, and scan the flyers-turning the activation into a trending moment.

It follows a successful rooftop fan event in Kolkata with Parimatch [brand ambassador](#) Sunil Narine earlier this month. Stay tuned as Parimatch rolls out more surprises throughout the [Indian T20 League season](#).

