

Parimatch Sports Captures IPL Spirit with Game-Changing Outdoor Experience

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Parimatch Sports, a high-quality sportswear brand inspired by the world's top athletes, has launched a new bold billboard campaign that captures the spirit of the IPL season in spectacular fashion.



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Live across Kolkata from March 25 to May 25, the campaign transforms city streets into thrilling visual experiences. These aren't ordinary billboards-they're fearless, eye-catching 3D installations designed to stop people in their tracks. Through this initiative, Parimatch Sports continues to energize the sporting community, building on its tradition of WOW-effect [campaigns inspired by global icons](#) like Nike, Adidas, and Coca-Cola.

One of the billboards features dramatic 3D elements: extended gloves, a cricket helmet, and even a phone caught mid-air. These elements create a powerful illusion of a cricketer bursting out of the board-full of motion, energy, and excitement.

Another installation showcases a massive spinning wheel with the question: **"Who wins this cricket league"** As it turns, the spotlight lands on one bold answer-YOU-emphasizing the brand's daring spirit and energy, traits that deeply resonate with true champions inspired to win.

These installations don't just advertise-They stop traffic. Spark reactions. And bring the electric celebration of cricket straight to the streets.

Launched just as major IPL rivalries heat up, the campaign amplifies the tension, thrill, and competitive fire of the season.

Wear it. Feel it. Win it.

About Parimatch Sports

[Parimatch Sports](#) is a high-quality sportswear brand inspired by the world's top athletes and designed to equip every brave soul on their winning track. With passion at heart, Parimatch Sports creates pro-on-field kits for football and cricket teams and a comprehensive [range of everyday workout clothes for fans](#). The main feature that makes this brand stand out from the crowd is its exclusive design, inspired by top

world's athletes and their victories on the pitch. Parimatch Sports appearance on the market pursues an ambitious goal-expanding the horizons of Indias love for sports, [bringing it to a brand](#) new level.

