

Parimatch Sports Turned Kabaddi Players into Gladiators in its New Ad

Category: Business

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As the world eagerly anticipates the release of Ridley Scott's "Gladiator II," Parimatch Sports, a high-quality sportswear brand and associate sponsor of PKL, has launched a [powerful campaign](#) dedicated to this iconic sport. Drawing parallels to epic gladiatorial battles, the campaign captures the essence of sport-courage, strength, and strategy-along with the brand's commitment to empowering your inner champion.



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[The flagship video](#) of the campaign takes us on a journey to a gladiator arena, invoking the spirit of competition and valor. The tension is palpable as the iconic 'kabaddi-kabaddi' chant echoes, setting the stage for a legendary confrontation. The video draws powerful parallels between the bravery of a Kabaddi raider and that of a gladiator facing multiple opponents. As the intensity builds, the narrative asks, "Hai Himmat Panga Lene Ki" (Are you daring enough to take the challenge), inviting fans to [reflect](#) on their own courage.

The campaign reflects Parimatch Sports commitment to [empowering fans to embrace challenges](#) and strive for victory, mirroring the tenacity of Kabaddi players.

It is more than just a promotion; its an anthem to the spirit of Kabaddi and its athletes like Parteek Dahiya from [Gujarat Giants](#), Ashu Malik from Dabang Delhi, Vijay Malik from Telugu Titans, highlighting resilience and pride in this traditional Indian sport." commented **the Parimatch Sports Press Office**. *We aim to [inspire](#) our audience to embrace challenges and strive for victory, as Kabaddi champions do."*

As an Official Partner of the Pro Kabaddi League (PKL) since 2021, Parimatch [Sports](#) has long expanded its collaboration beyond traditional sponsorship, focusing on enriching fans experience. The [partnership includes exclusive](#) meet-ups with PKL legends, memorable giveaways, and unique events designed to deepen fans' connection to Pro Kabaddi.

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.

